

Pros to see prime show

Exciting new apparel and golf equipment will be introduced under the "Big Top" at Palm Beach Gardens.

The 1967 PGA National Merchandise Show will get under way at Palm Beach Gardens on January 21st and run through the 24th. Last year almost 125 exhibitors with 190 booths displayed apparel and equipment to the visiting public and club professionals, and this year it's expected to be an even bigger and better show. Apparel manufacturers this year are preparing to show some unique and original active sportswear that is handsome while offering the golfer the maximum in comfort. Equipment manufacturers have come up with some new products that are certain to gain attention in pro shops throughout 1967. Here is a sampling of what will be introduced at the show:

PGA Golf Equipment features a new golf bag "one can sit on without crushing or damaging it." There are nine models in two price ranges. Kangaroo leather series is priced at \$125 and the expanded vinyl with leather trim at \$85. Both have rigid inner construction, full-length, two-zipper clothing pocket, roomy ball pocket with three zippers, other features. Available with matching carryall, shag bag and headcovers.

Hornung's Pro Golf Sales offers Caddy T-shirts and caps made up to match. Shirts are white with screening of club name and/or illustration in color to blend with color of cap selected by the club. Colored T-shirts are available at extra cost.

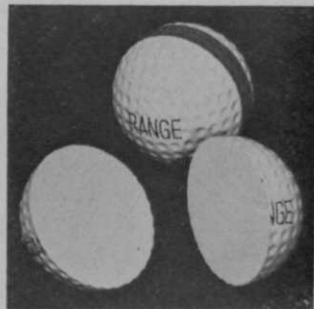
Sit 'N Rest announces a new pro line English Cart with an English style of balance at the center of gravity for easier pulling. It is light in weight but con-



PGA GOLF BAG



LEMMER-MAYER CARDIGAN



WITTEK GOLF BALL

structed to avoid breakdown. The cart features three wheel positions: 26" span for stability, 18½" width to fit paths and doorways, 8" compact fold-up; span is changed by pressure of hand or foot; nylon swivel grip.

Lemmer-Mayer has the C671/12 double-breasted alpaca cardigan hand-finished in Austria and knitted with selected prime alpaca wool. Company offers in-stock service on this model.

Shakespeare Co. has new Power-Mated II irons and woods with patented design. Irons are said to correct automatically for hooks and slices and to have slightly squared-off bases for better shot alignment. Woods have "rock-hard" fiberglass Power-Cores. Both feature Shakespeare's patented Fiberglass Wonder Shafts in medium, stiff and extra-stiff flexes.

Gino Paoli announces Glovella, a ladies' golf glove that is color-coordinated with the company's entire line of ladies' Bermuda shorts, culottes, skirts and knit blouses.

Wittek Golf Range Supply has a new Monolithic "solid" golf ball for both range and resale. It is regulation size and has a polyurethane finish. After two years of developing, testing and proving, it is guaranteed under normal usage against cracking, chunking and cutting and "to last until the dimples wear out," the company states.

Wilson offers its new X-31 wood with a new head design. More radius on the wood sole is said to allow the player to hit from tight lies with a more compact

hitting area; powerful Strata-Bloc heads are finished in ebony with cream and black Epoloc face inserts and are Aqua-Tite treated. New iron has broad oval sole and beveled leading edge principle; blade is longer and deeper, and "rocker" style sole permits ball to be hit easily from tight spots. Irons have Power-Groove shafts to minimize torque, increase accuracy.

E. J. Manley features its new A-330 Michael Davis registered golf bag, a 100 per cent water buffalo leather ladies' bag with alligator embossing. This platinum-colored patented bag has a ball pocket which resembles a purse, gold tacking.

Royal announces the Royal Plus, a new high-compression golf ball "with better feel, click and distance." The manufacturer states that it stays round and keeps white longer. Golf balls come cellophane wrapped in a display box, and are numbered from one to four.

DiFini Originals features a dacron and cotton golf skirt for women with two front patch pockets and a tie string belt of the same material. Coordinating blouse is a blend of dacron and cotton tailored

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WILSON X-31 WOODS, IRONS



ROYAL GOLF BALLS



MANLEY GOLF BAG



DEFINI ORIGINALS



EATON GOLF SHOES



ALL STAR GOLF BALLS

PRIME SHOW

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with a convertible sports collar and sweetheart sleeve. A dacron wool and lycra stretch slack for men is combined with a mock turtle neck Cape Cod shirt with short hem sleeve, two side vents in 100 per cent cotton heather pin stripe.

Charles A. Eaton announces the 'Gator Wings golf shoe Style 7552, which has uppers of simulated alligator in Corfam. Available in Everglades green and white, royal blue and white and vintage red and white. Official Staff Models have full glove leather lining, sew-in kilties, heel-to-toe cellulose air cushion inner-sole, flexible steel spike plate, Sure-Lock spikes, leather soles.

All Star Industries has a new range golf ball of top quality which was thoroughly tested at several golf ranges. Substantial savings are claimed for the ball, which has a solid rubber core and natural rubber cover.

Town Talk offers new golf caps, Model 095, which are said to be crush-proof, soilproof and adjustable. Made of 100 per cent cotton broadcloth treated with Scotchgard rain and stain repeller, all panels are interlined. Eggshell cloth sweatband is treated with Scotchgard and has interlined foam and backed with polyethylene to make it sweatproof.

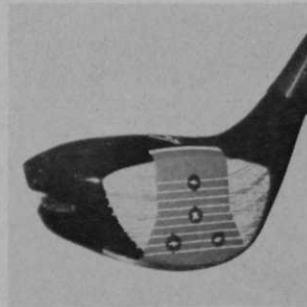
Motor Appliance features the Model 1505 MAC battery charger which is fully automatic and has been completely field-tested. Features include recessed timer for additional protection, pilot light indication, encapsulated transformer, double fuse projection on DC output, reduced shipping weights.

Ben Hogan announces the 8100 Speed Slot Persimmon, a new low-profile design in richly finished persimmon woods. Wood has Flash Reaction, shafts with True Flex Gradation plus Speed Slot toe channel to deliver greater distance and accuracy. New compact head has 1 1/2" deep face and loft of 12 degrees.

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TOWN TALK CAPS



BEN HOGAN 8100 WOOD
MOTOR APPLIANCE CHARGER





ACUSHNET HEADCOVERS

PRIME SHOW

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Acushnet offers the Model GN headcover, a full-length head cover hand-somely designed with cowhide front panel and matching naugahyde back. Overall design encompasses shadow, number and embossing shield. Individual's names can be embossed at no extra charge. Minimum order is 24 sets of four.

Columbia Car features the new Pargo Carleda, a one-passenger car which is said to have smooth, safe ride for its single occupant.

Spalding announces Elite Woods in which the rich black walnut finish of the woodhead is complemented by the satin brass back weight. This set of woods is based on the patented design of the Elite iron. Select northern hardwoods are used in the laminated heads; brass weights and sole plates are fitted and shaping is precision controlled.

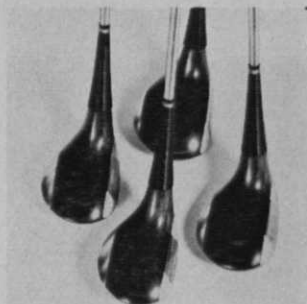


1967 CLUB CAR

HILLERICH & BRADSBY WOOD



COLUMBIA PARGO CARLEDA



SPALDING ELITE WOODS

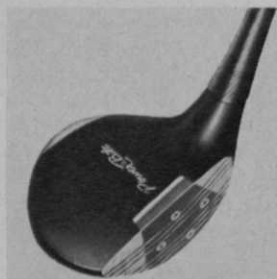
Kunik Kasuals features a men's knit shirt with bat-wing sleeve. This V-necked durene-cotton knit shirt has random vertical stripes and is available in combinations of cranberry-white, black-white, navy-white, light blue-white and also yellow-white.

Atlantic Golf Equipment offers Sand-O-Flex, an abrasive wheel for repair shops that works equally well on metal, plastic, rubber and wood surfaces—flat or contoured. It operates on 1/3-h. p. bench motor, drill press, flexshaft or 1/4" hand drill. Turning index knob feeds out new abrasive strips when needed.

Club Car announces a brand new car for 1967 with many changes and a new silhouette. There are 15 changes for safety and comfort, including widening

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KUNIK MEN'S SHIRT





E-Z-GO GT-7 TRUCK

CUSHMAN 1967 TROPHY

IZOD ODLO JACKET



PRIME SHOW

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of seat, wrap-around bumpers and automatic reverse warning buzzer. A storage area has been built into the fiberglass body, and new optional two-pedal and steering wheel cars are available. Lighter weight enables car to deliver 96 per cent of battery power directly to rear wheels with patented transmission.

Hillerich and Bradsby features the 1967 Power-Bilt Citation Wood Model 313, an ebony finished wood with powerized treated solid persimmon head and Cicolac face insert. Club has power-weighted brass back, Duo-Power chrome shaft. Cushman Form Super-Tack leather or rubber grip. All woods are Master-Matched for balance and uniformity in swing feel.

Atlantic Products Sales offers Space-Mate, a new carry bag to carry golf attire. It holds enough clothes for a long weekend and is easy to carry, fits under seat of aircraft or in club locker.

Izod announces the Odlo jacket, a 100 per cent stretch nylon jacket for golf and leisure wear.

Harley-Davidson offers its 1967 Model D gas and Model DE electric golf cars. Electric model has batteries that last twice as long, cost 40 per cent less to keep charged. Gasoline model is 50 per cent quieter—63 decibels; engine is mounted at rear axle; vibration is reduced.

Cushman announces the Trophy, a luxury golf car that offers four-wheel stability, automotive steering and suspension system that delivers a smooth ride. Automatic seat brake is standard. Available with electric or gasoline power.

E-Z-GO offers a gas maintenance truck with 1,200 lb. capacity, fertilizer resistant bed, dump body, which rides two persons. Accessories include a low range differential, PTO, spray and seeding equipment, windshield and canvas enclosed top. Truck has steering wheel and lights, front and rear. ●

LIST OF PGA EXHIBITORS

ALL STAR INDUSTRIES

10 W. 33rd St., New York, N. Y.

COLUMBIA CAR CORPORATION

P. O. Box 336, Charlotte, N. C.

CUSHMAN MOTORS

921 N. 21st St., Lincoln, Neb.

DERBY CAP MANUFACTURING COMPANY

700 W. Main St., Louisville, Ky.

CHARLES A. EATON COMPANY

147 Center St., Brockton, Mass.

GOLFCRAFT, INC.

Escondido, Cal.

GOLF DESIGNS, INC.

Westminster, Mass.

LAMKIN LEATHER COMPANY

406 N. Aberdeen St., Chicago, Ill.

LEMMER-MAYER COMPANY, INC.

286 Fifth Ave., New York, N. Y.

MILLER GOLF COMPANY

Pond St., Randolph, Mass.

MOTOR APPLIANCE CORPORATION

8301 Maryland Ave., St. Louis, Mo.

ARNOLD PALMER COMPANY

Chattanooga, Tenn.

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