

Gino Paoli
is for golfers who still dress
for golf.



Golfing without Gino Paoli is like playing tennis in purple shorts. Unthinkable. Gino Paoli designs golf clothes exclusively for golf.

For both men and women.

They've even color-coordinated accessories with their golf clothes.

So you can have freedom of movement and a free hand with style.

Ask for Gino Paoli wherever authentic golf clothes are sold.

Gino Paoli, Active Sportswear Division, 1407 Broadway, New York, N.Y. 10018.



Gino Paoli color-coordinates you from your hat to your shoes.

For more information circle number 138 on card

Letters to the editor

Dear Sir:

I would like to compliment you on the nice appearance of your February issue of *Golfdom*. This is a great improvement over the smaller type magazine and certainly makes a nice showing.

Paul S. Godber
Vice President
Trojan Battery Co.
Los Angeles, Calif.

Dear Sir:

In response to your Editor's note relative to Mr. Comorat's article "What Are Display Fixtures?" in January '68 *Golfdom*, I am interested in further information on sources for display equipment and accessories.

Thanking you for your assistance in this matter, we would also like to extend our thanks for the consistent excellence of *Golfdom* magazine and the service it performs for the trade.

Andrew S. Winebrenner
General Manager
South Hills Golf Course
Hanover, Pa.

Dear Sir:

The articles you are running on merchandising in *Golfdom* are splendid.

J. Ray Braswell
Attorney At Law
Newland, N.C.

Dear Sir:

Your golf cart article written by Mr. T. Mascaro in the February issue of *Golfdom* was read with great interest. We are in the process of car rentals for the coming golf season and it was noticed that a footnote referred to the design of the golf car building.

It will be appreciated if an advanced copy of the article to be published is forwarded for design guidance of our proposed golf car building and paths.

J.J. Klusick
Secretary, Golf Committee
Picatiny Arsenal Golf Club, OOM
Dover, N. J.



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Ask any golfer and he or she will tell you that Freedom of Movement is a most important prerequisite for buying any golf sweater. Beyond that, golfers want a sweater they can count on to give them service.

At Gilison Knitwear we put more into our Touring Pro Sweaters than we have to. Like 100% Imported Alpaca, styles designed for Golf People by Golf People, a choice of 16 luxurious rainbow colors, plus detailing by America's leading golf sweater producer.

In addition, Touring Pro Sweaters are sold only directly by us to Golf Pro Shops. Nobody else. And we always have a vast supply of all styles for men and women on hand in stock for immediate shipment. For more details, write us. You'll see why Action People prefer Touring Pro Sweaters.

Touring Pro
SWEATERS

Gilison Knitwear Co. Inc.

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65 W. John Street
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