

pga

Pros gather under the "big top"

*The latest
and best in golf
equipment and
apparel will be
at the PGA
headquarters in
Palm Beach Gardens.*

The 1968 PGA Merchandise Show, to be held at Palm Beach Gardens, Fla., will run from Jan. 20-23.

Last year, 130 individual exhibitors occupied 198 booths, making more multiple space booths than ever before, according to a PGA spokesman. Every inch of space was taken.

Another innovation last year was putting the whole show under one roof—the mammoth 300 by 150 foot "Big Top" of the Clyde Beatty-Cole Bros. Circus—the largest single tent available at the time. (Previously, the show was in two smaller tents.)

This year the show promises to be bigger and better than ever. Well over 100 exhibitors had signed up at press time. A new tent will be able to accommodate 229 booths this year, a 31 booth increase in capacity over last year. Apparel companies will show the latest in style and fashion for the course in '68. And the equipment manufacturers have come up with many new features based on new or improved shafts and head design. As usual, GOLFDOM will handle the show's message center.

Here is a sampling of what will be introduced at the show:

Pedersen woods for 1968 feature the new PFL wood that has a new extra strength hosel and the shaft has been moved toward the front for greater distance. For the golfer who prefers woods for the fairway and approach shots, Pedersen makes woods from #6—#11.

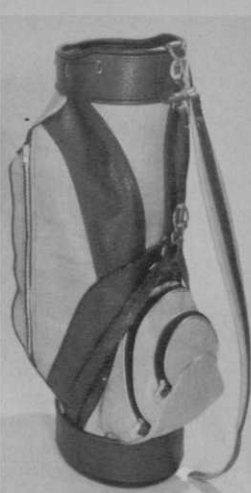
Atlantic Products Corporation have a new development in their golf bag handle application, called Slingandle. The double leather sling connects rugged top cuff to the sturdy sling buckle. This permits the removal of all the heavy reinforcing fibre previously needed for the riveted handle.

Columbia Car Corporation is manufacturing the electric Bahama Bar Car equipped with two ice wells, one for cooling canned drinks and the other containing ice for mixing with beverages. There is a cup dispenser, a cigarette rack and a cutting board for slicing fruit with a waste container below. Below the working area are two compartments for reserve stock.

Wilson's new look in golf clubs for '68 are the Power-Groove shafts, all are individually matched in flex action to the weight of the clubhead and feature a vertical ribbed section at the torsion point of each shaft to decrease torque action and increase the accuracy. The club head design incorporates more radius on the sole to make it easier to hit from tight lies.



Pedersen



Atlantic Products Corp.



Columbia Car Corp.

Jayfro announces their new knotless nylon golf cage, model G-4D. It is completely enclosed—top, bottom and sides. Included with the unit is a complete self contained portable aluminum frame, rubber mounted to protect floors and secured with four specially designed corner fixtures for indoor installation. Also included are nylon guy ropes and ground anchors for added outdoor support.

A. G. Spalding & Bros., Inc. present the all-new MV2 Executive golf clubs with aluminum shafts. The feature of aluminum shafts is less weight which means less total weight but more head weight. Available in a choice of leather or rubber grips.

Kimberton Company disclose their personally monogrammed ladies' golf shirts available in a variety of different styles and colors. They also carry men's shirts and custom embroidered club crests.

Lemmer-Mayer Company, Inc. offer the only prime alpaca cardigan sweater. The wool comes from the underbelly of the Peruvian Llama and is only obtainable a few times during its life span. The style number is C346/120 and is available in over 50 colors.

Plymouth Golf Ball Company are manufacturing the Plymouth 500 golfball with new uni-ball construction in a new package for 1968.

DiFini Originals offer in their 1968 spring and summer line for women the Suzie Maxwell alpaca stitch golf cardigan in white with multicolored embroidery on the front; a sleeveless mock turtle neck shirt with two stripes across the neck ribbing, and hand washable slacks made of rayon and silk.

Acushnet now has a new Bull's Eye putter for the gals. The La Femme is 34 inches long and has a rounded toe top. It has a powder blue grip and sells for \$15.

Ben Hogan Company announces its new 1968 Plus I irons with "bounce sole". They feature a new club design with a nearly square toe. Metal weight has been removed from the toe and shifted backward and downward in the club head. This gives a lower center of gravity and a larger area on the club face within which you can hit the ball.

Charles A. Eaton Company announce their new square toe golf shoe for men, style 7332. It is available in brown grained calf, black smooth calfskin, black and white grained DuPont Corfam. It retails for \$42.50.

Edmont-Hill has come out this year with a new combination golf glove display case and merchandiser. They also make a complete line of golf gloves, head covers and lightweight golf bags.

continued



Jayfro Corp.



A. G. Spalding & Bros., Inc.
The Kimberton Company



MacGregor Company introduces its new VIP clubs designed by Jack Nicklaus. They feature the Tourney Taper Microstep shaft available in three choices of shaft flex. The woods are made of solid persimmon with an aluminum face insert that puts more weight at the point of impact, reducing the leading required for exact swing weight.



Wilson Sporting Goods Company

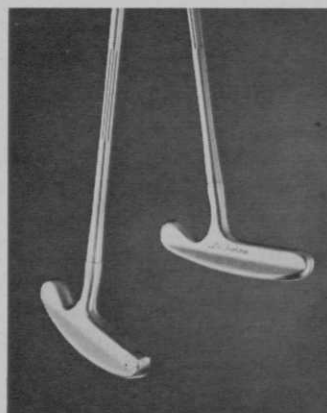


Plymouth Golf Ball Company

Munsingwear had some new additions to its 1968 Spring line of golf shirts. The one shown on PGA Champion Don January is made of Antron nylon and is available in a choice of colors.



DiFini Originals Inc.

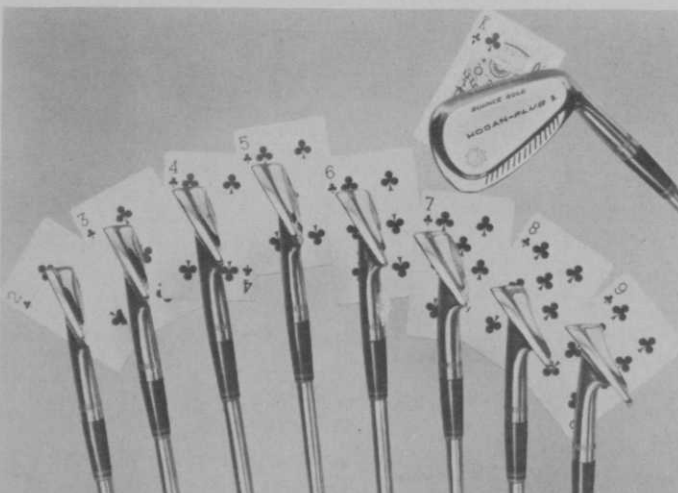


Acushnet

Annie Laurie Originals is offering a complete new line of hand bags, hats and belts designed exclusively by Annie Laurie. The complete line comes in a variety of color combinations and assorted golf decorations.

Brockton Footwear, Inc. reveal what their new line for men's golf shoes have to offer by showing the Foot-Joy style 5121-9 golf shoe. It is available in white calf with red, green or black patent.

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Ben Hogan Company



Charles A. Eaton Company



Lemmer-Mayer Company

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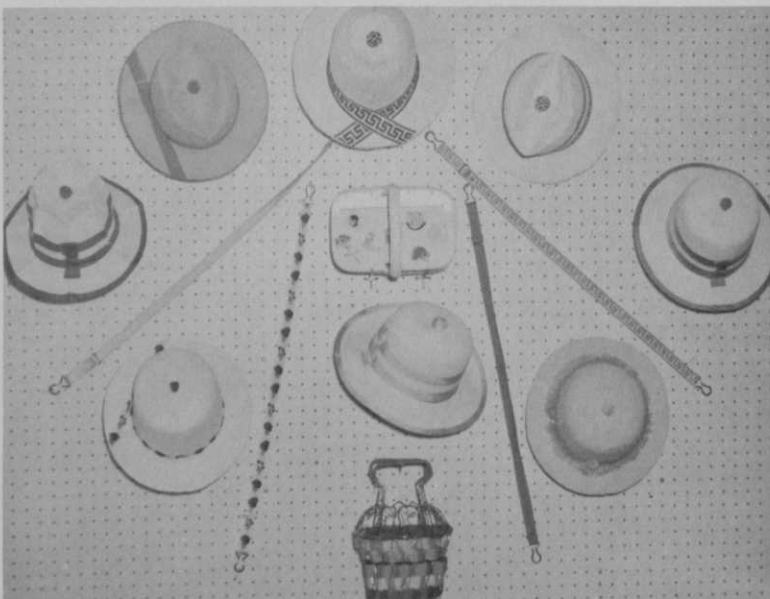
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Inc.



MacGregor Company



Munsingwear



Annie Laurie
Originals



Brockton Footwear

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pga

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Mr. Bruce P. Menzel, Vice President.
continued on page 68

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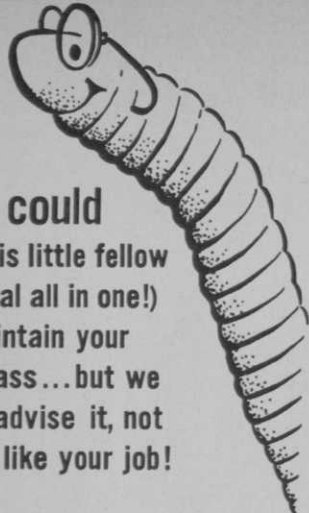
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pgs Continued

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60 Riverside Drive
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Mr. Donald M. Temple, President.
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Golf range, miniature equipment and supplies; golf ball dispensers, pro shop fixtures, supplies, practice nets, course equipment, golf balls. □

cmaa Continued

3 p.m.- Feedback panel
4 p.m.-Specialized club roundtables
6:30 p.m.-Pennsylvania Dutch reception, dinner

Friday
March 8 9 a.m.-Potpourri film and slide presentations, Learning laboratory—Training techniques in operation
Ladies tour, lunch at Cherry Hill Inn.
Noon-Old and new luncheon—honoring charter members, 25-year club members, past presidents, first-timers, SAC awards
2:30 p.m.-Country and Town club roundtables
Evening free

Saturday
March 9 8 a.m.-Tax development breakfast
9:30 a.m.-Closing business session
1 p.m.-Men's reception, luncheon Afternoon free
7 p.m.-Formal reception
8:15 p.m.-Banquet and dance

Sunday
March 10 7:30-11:30 a.m.-Farewell buffet breakfast □

reservoir Continued

soil survey was made by SCS soil specialists.

It takes a lot of experts to keep modern golf courses in action. Besides the greens experts—Norwood Hills called on irrigation, soil and water conservation, plumbing and electrical experts. Whether you're an expert golfer or not, when you play Norwood Hills you will reap benefits brought about by other kinds of experts. It may seem a little strange that conservation is one of them, but to soil and water conservation districts—solving these problems is par for the course. □