



# pga

The 1969 edition of the Professional Golfers' Association Merchandise Show may not be bigger than 1968, but it will be better, from the industry's point of view. For the first time ever, the show will be closed to the public! This will undoubtedly cut down on traffic jams despite the fact that it will be held in the 45,000 square foot "big tent" again (150 feet by 300 feet). Also, although the number of booths will remain just about the same, 228 in '68, 226 this year, the number of companies and exhibitors are expected to increase.

The Palm Beach Gardens show had 150 companies representing 875 exhibitors last year and at press time approximately 120 companies were already in the fold.

Since this is a buying and ordering show only, the absence of the public and the expected increase of manufacturers displaying product lines (along with the current leisure time industry boom), should combine to make this one of the biggest dollar volume business meetings in recent times.

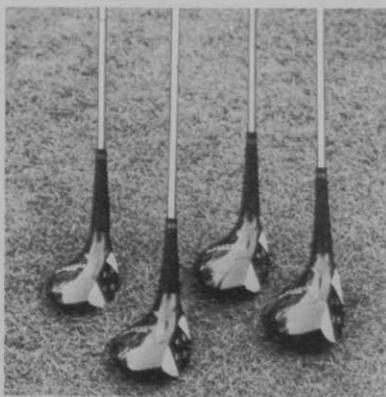
A major part of last year's success reportedly was due to the stampede of aluminum shaft orders. A PGA spokesman said a report also showed that some apparel sales were up 200 to 400 per cent and that a shoe manufacturer revealed a 30 per cent increase.

The PGA is hoping that the closing of the show to the public will also enable it to take a count of the number of new products being shown—something that has never been tabulated. GOLFDOM, on the other hand, has been able to obtain an advance list of many of the expected show products and they follow.

## Golf equipment

**Acushnet Golf Equipment** offers a golf gift for the sportsman: a dozen Titleist golf balls packaged with two decks of cards and 200 chips in a rack. The balls can be personalized at no extra charge. Price: \$18.50. The company's complete line will be shown.

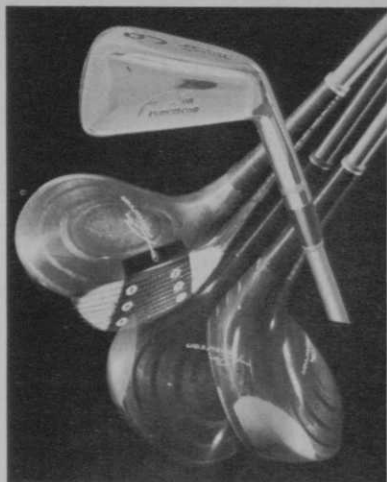
**Bomann Golf, Inc.**, is a newly-formed company and is offering its line of clubs for the first time this year. A feature of the Bomann Bomber driver is its face, 2 inches in size. A special introductory offer to the pros has the following package of woods and putters with a special price discount. The total retail price of this offer comes to \$348.60. The company is giving a 40 per cent discount for a total price of \$209.16. And, if the pro pays the full amount in 30 days, another 10 per cent (\$20.92) will be deducted. This brings the total down to \$188.24. Here is what the set in-



cludes, with the retail prices: four assorted Tijuana brassie putters, \$15.95 each; three brass bandit putters, \$15 each; two green Gander putters, \$17.95 each; two Long John brass putters (over-length), \$16.95 each; two Lady Birdie putters (ladies'), \$15 each; one Bomann Bomber driver, \$35; one 2½ wood, \$35; one 3½ wood, \$35; one 4½ wood, \$35, and with that, either a 1½ wood or two putters at no charge.

**Ellstrom Golf Division** of Dearborn Gage Company offers the TruSphere golf ball in 80, 85 and 90 compressions. Sold only through golf professionals, the balls sell for \$1.25 each, \$15 a dozen.

**Fernquest & Johnson Golf Company** is featuring three brands of aluminum shafts for its pro line models. The Ken Venturi line comes with the Alcoa shaft. The San Francisco is equipped with the FJX-350 hi-tensile shaft with irons featuring a broad sole. The



woods employ a concentration of weight behind the hitting area for more effective striking power. The Westerner is available in the True Temper shaft and has a newly designed iron which features a lower displacement of weight in the club-head to get the ball in the air quicker. The Westerner woods have a pear-shaped designed head. Suggested retail price: all models, nine irons, \$198; four woods, \$120.

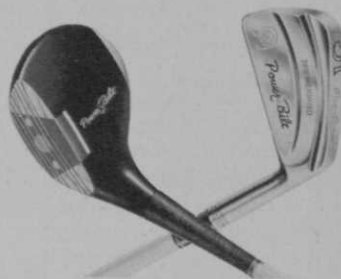
**First Flight's** 1969 line of clubs re-emphasizes the Hex-flex. In clearer terms, the kick at impact is concentrated in the head of the club instead of being distributed over the entire shaft. This has been achieved by putting two sections of rigid, octagon-shaped aluminum or steel one-third and two-thirds of the way down the shaft. The shafts come in A, R, S and X flexes.

Prices: Golden Eagle woods, aluminum, \$31.50 each, irons, \$22.50 each; woods, steel, \$28 each, irons, \$20 each. Explo-Flite woods, aluminum, \$38 each, irons, \$25 each; woods, steel, \$35 each, irons, \$22.50 each. Sterling FX-101 line same as Golden Eagle prices.

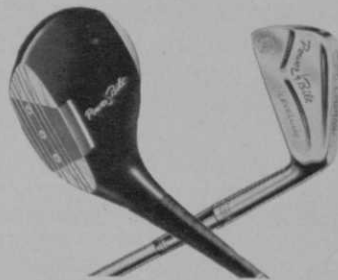
The company's newest ball is the Maxima with an acrylic center. Double winding builds up its uniform compression. It comes in medium or high compression. Price: \$1.25 each, \$14.75 a dozen, with free personalizing on orders of a dozen or more. The company's complete line of golf equipment, including putters, utility clubs, bags, shoes, carry-alls, gloves and head covers will be shown.

**Hillerich & Bradsby Company's** Pro-Sonic men's line includes wood model A340 and iron model A4092, which have new light aluminum shafts available in B standard and C stiff patterns. Woods have walnut finish, solid per-

simmon heads with black Propellac face insert and brass sweet spot. Weighted brass back places weight behind the ball. The Pro-Sonic irons have carbon steel heads, Levelume-plated (a high nickel content chrome) for resistance to corrosion and pitting.



The Pro-Sonic ladies' wood model WA2692 has laminated head that is finished in blue with blue Propellac face insert, brass sweet spot and brass back. The iron is also of high nickel content chrome for resistance to corrosion and pitting. Prices: men's Pro-Sonic woods, \$30.25 each; men's Pro-Sonic irons, \$22.50 each; women's Pro-Sonic Woods, \$25 each; women's Pro-Sonic irons, \$19 each.



The men's Citation wood model 314 and iron model 6892 come in black leather or rubber grips. The woods have persimmon heads which are electronically treated to eliminate dry-

ing stresses in the wood and are treated to protect the ebony finish. The irons have heads of Levelum-plated carbon steel and are equipped with steel shaft. Prices: woods, \$27.50 each; irons, \$19.50 each.

The Countess ladies' wood model W-467 and iron model 2780T come with blue leather or black rubber grips. The wood has a laminated head finished in deep blue with blue Cyclocac face insert. Fairway woods are of medium depth. The iron is modernized with Scotch-type head and modified flange back. Prices: woods, \$21.25 each; irons, \$15.25 each.

All prices are suggested retail. These lines are sold exclusively through golf professionals.

**Ben Hogan Company** claims it has a completely new golf shaft which combines the lightness of aluminum with the strength of steel. In conjunction with this alloy shaft, called the Apex, the company is also introducing Ben Hogan 1+ clubheads for 1969. The clubheads on the new line of irons feature a wing-like configuration and a sole pad designed to enable the golfer to strike the ball and take a minimum amount of turf, thus allowing a more controlled follow through.

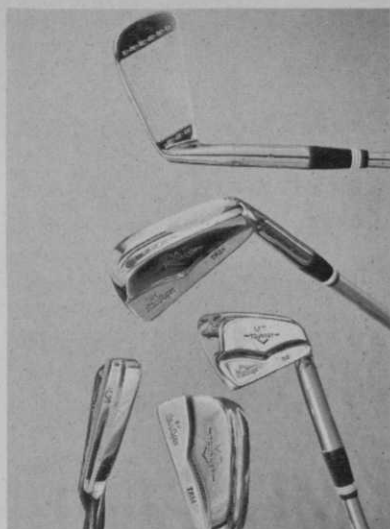
The metal weight has been removed from the toe and shifted backward and downward, giving maximum weight directly behind the impact spot. Prices: irons two through nine with Apex shaft, \$22.50 each.

The new True Set line of woods features a slight build-up at the back base and a toe channel that reduces air drag for increased power. The woods, numbers 1, 3, 4 and 5 come with the Apex shaft. Prices: \$31 each. The company puts out similar new lines of the same material and features for the ladies at the same prices.

The 1969 line of putters has a new White line addition. The putter line has a new design for various models. The blade model, number 1440, has the neck set forward and a new top edge white line for aiding visibility. Model 1450 places more weight behind the hitting surface. Prices: \$15 each.

**Lamkin Leather Company** has added a one piece slip-on leather grip to its line. Grip comes in black with gold inlay design and is available in men's and ladies' shaft sizes. Product is shipped one dozen a box, including grip collars and plastic starter.

**MacGregor** introduces what they claim



is the most exciting golf club innovation in decades. The new "split level sole" on irons reportedly "improves your lie on every shot" by combining the finesse of early classic irons with the heft and power of today's weighted clubs. The sole is split into two steps; the first step thinner than a conventional sole, reduces turf drag by as much as 65 per cent. The second step is wider, controlling the depth of the divot and allowing the clubhead to move through the ball. The design is available on  
*Continued on page 74*

# VIKING CORPORATION ACQUIRES BALL-O-MATIC, Inc.

The Viking Corporation of South Bend, manufacturers of Viking golf cars, has purchased the controlling interest in Ball-O-Matic, Inc., Denver, Colorado. The entire operation, including the service division, has been moved to South Bend, Indiana.

The new Ball-O-Matic Division of The Viking Corporation manufactures and distributes automatic golf ball dispensing machines. These money makers add income without adding manpower or hidden overhead.

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## VIKING

THE VIKING CORPORATION, P. O. Box 3628, South Bend, Indiana 46628.



## PGA show products

Continued from page 22

VIP model irons and on MT Tourney irons with steel or aluminum shafts in a choice of flexes. Suggested retail price: VIP aluminum shaft, nine irons, \$207; four woods, \$136; MT, nine irons, steel, \$184.50; aluminum, \$202.50.

The MT Tourney woods for 1969 are made with new epoxy glues and laminating methods. New weather-proof finishes are featured on this model line. Cherry woods have aluminum alloy face insert while golden oak woods have insert. Woods are available with steel or aluminum shafts. Suggested retail price: four woods, aluminum shaft, laminated head, \$124; persimmon head, aluminum shaft, \$124; persimmon head, steel shaft, \$116.

The manufacturer's limited-edition VIP clubs, designed by Jack Nicklaus, are restyled for '69. Irons feature the "split level sole." The solid persimmon woods are in weatherproof Yale gray stain and have matching face insert.

Pedersen Golf Corporation is introducing a new Staff model in woods and irons to augment its PFL line.



The woods feature a new deep face driver, incorporating a new insert comprised of GE Lexan. They are available in multicolors and in True Temper aluminum or steel shafts.

The highlight of the new iron is its shallow neck line. The CS-9 model is also available for those golfers who desire a larger sitting surface.

Suggested retail price: nine irons, \$211.50; four woods, \$128; CS-9 Model, nine irons, \$202.50; four woods, \$124.

Toney Penna Company has also come out with what they claim is a completely new and revolutionary iron. The TP model is made by the lost-wax process which, the company believes, makes the club the closest to

perfection you can get pertaining to the functional and practical side of its use. The TP stamped on the heart of the clubhead reportedly gives better weight distribution.

The company feels that it is too expensive a product for anyone to produce in large quantities and believes it is probably the only small outfit that is producing an iron through this method. They are set up to make only 500 irons and 200 woods in a five-day workweek. Emphasis is on quality and not quantity such as finest grade persimmon wood for wood heads; use of their own pattern in shafts and being very individual on their grips.

Prices for custom clubs, made to their standards, are \$21.60 for woods, \$16.20 for irons, retailing at \$36 and \$27, respectively. Personalized clubs made to individual specifications cost \$24 for woods, \$18 for irons and retail at \$40 and \$30, respectively.

Professional Golf Company is adding to its 1969 lines: a new steel shaft; more aluminum shaft clubs; a new men's right-hand club set; a broader range of golf bags, and a new one-piece golf ball.

The new steel shaft features more step-downs than any other store line shaft on the market, according to the manufacturer. The expanded aluminum shaft line can now be obtained on the company's three top models, the PG Maxima, PG Professional and Deane Beman Personal. (The latter two come in men's right-hand models only.) Suggested retail prices for a four woods, nine irons aluminum shaft set range from \$274 to \$370. The steel shaft sets range from \$240 to \$337.

The new men's right-hand club set, the Jimmy Demaret Registered, features True Temper aluminum shafts. It comes open stock, in one standard style, is not cartoned and carries a suggested retail price of \$239 for a set of four woods and nine irons.

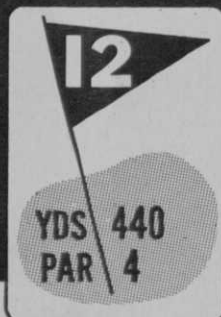
PG golf bags for 1969 include nine styles, ranging from suggested retail price of \$160 for the Dorado Corfam series to \$15 for the Totem canvas series. All but two low-end series have matching headcovers.

Cutlass is the new solid ball that will sell for a suggested retail of \$9 per dozen.

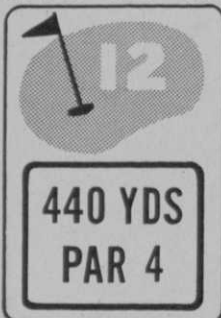
PGA Golf Equipment has a newly designed golf club line, an additional club entry and some changes on its ladies' clubs.

The Custom line heads the list of new offerings. The woods feature the com-

Continued on page 88



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## PGA show products

Continued from page 74



pany's Vertimate, vertical layers of permanently bonded rock maple with a Poly-seal finish, which helps reveal the vertical lamination through the dark pecan finish. A black Imperium insert with PGA's gold crown is another highlight.

The shaft of this wood is also new. An aluminum version of the original black band Dynamic shaft from True Temper is used on all the woods and irons of the Custom line. The irons have been beefed up to provide weight distribution along the full hitting area. A new iron finish, which the company says is the deepest, toughest ever provided, is used.

The woods and irons are individually registered, swing weighted D1 to D4 and are available in A, R or S flex. Grips available are: black and tan leather; black and gold rubber or Cordline. Suggested retail: nine irons, \$225; four woods \$140.

The second addition to the '69 line is the Professional which features aluminum shafts and the latest in wood heads, solid beechwood. PGA has tested beechwood in the laboratory and on the course and has discovered it to be a material sodurable and lively, that they believe it will make big news next year. This club, has been finished in rosewood hue and highlighted by a scarlet insert with white bulls-eye and crown.

The irons of this model feature a new wide sole forging with a deep V cut back design and are finished in company's deep iron finish. Grips available are black and red leather or black and gold rubber. Price: nine irons, \$202.50; four woods, \$120.

Multicolor woods in blue, orchid, rose and green highlight those being offered for the ladies in 1969. Aluminum step-down shafts have been added while a blue and aqua rubber grip is featured. The woods and irons are individually registered and swing

weighted C5 to C8. Price: nine irons, \$202.50; four woods, \$120.

Ram's custom aluminum shaft model for 1969 features a True Temper rocket shaft which reportedly provides greater playability because the overall weight of the club allows more weight to be put in the clubhead. The result is greater headspeed with no additional effort. The woods have laminated heads, a jet black finish, two-piece wide-angle insert with hidden face screws, and an S-shaped soleplate that can't shift or loosen. Irons have contour soles, deep-face scoring and thin top line. Prices: men's and ladies' irons, one through nine, \$21.20 each; men's and ladies' woods, one through five, \$32 each.

The custom steel shaft model has similar features as well as a moisture proof head to eliminate shrinking, swelling or warping. Steel and aluminum models come in choice of rubber or leather grips. Prices: men's irons, one through nine, \$18.20 each; men's woods, one through five, \$28.40 each.

Also new to the company's '69 line is the Golden Ram golf ball. It has a maximum rebound center that reportedly will out-rebound other

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## PGA show products

centers, like liquid, by as much as 50 per cent. Its 100 per cent pure Isoprene high-tension windings are said to provide a uniform, high compression. Exclusive Ramlon cover is the strongest cover material ever used, according to the company. Price is \$1.35 each. A ladies' vinyl golf bag has been added too. Features include: full length clothing pocket, large ball pocket, vanity pocket, side accessory pocket and scorecard holder. Bag has 8½-inch round top, and a snap-on, zippered travel hood is included. Colors are white with aqua trim and green tapestry with green trim. Price: \$35.20. These products are sold through golf professionals only.

**Royal Golf Equipment Sales** has added a new line of clubs for men. Featuring an aluminum shaft, the woods offer a contoured sole with a compact shallow face. They are finished in a dark walnut. Suggested retail price: four woods, \$125.

The new irons also have contoured sole and feature a grind that places the weight directly behind the hitting area. Suggested retail price: nine irons, \$195.



The ladies' line of Royal Queen clubs also employs aluminum shafts, and the woods are available in either a black or yellow head. Suggested retail price: nine irons, \$135; three woods, \$75.

**Shakespeare Company** is introducing a men's and ladies' pro line open stock aluminum shaft set that will be open for at least four years. Suggested retail price: nine irons, \$112.50, four woods, \$80.

The company is again offering its XLD model. This year the line will be available with either fiberglass, aluminum or steel shafts. The steel and aluminum shafts employ the original Tommy Armour NDI design, which features a uniform step-down, flex and feel. Suggested retail price: nine irons, steel, \$173; woods, \$106; aluminum irons, \$193.50; woods \$120; fiberglass \$175; woods, \$108.

**A.G. Spalding & Bros., Incorporated's** newest club in the pro line is its

1969 Elite woods and irons with aluminum shafts. The stainless steel irons are recontoured and reweighted for the aluminum shaft. They also feature a "contour-control" sole line with special heel-to-toe curvature and a fully rounded edge. This will enable the head to move closer to the ball at address and cut through the turf



easier or bounce off hard ground. Suggested retail price: nine irons, \$210; four woods, \$112.50.

The Executive line, which was introduced last year, has not been redesigned. Its suggested retail price: nine irons, \$185; four woods, \$125.

Spalding's Top Flight steel shafted pro line designed for the irons also remains the same. The only change is in the Top Flight woods. There is a wide taper Titanite face insert that produces an Opti-View curvature at the front edge which imparts an "open face" look. Also, a full sole plate has been added. Price: four woods, \$110; nine irons, \$160.

For women golfers, there's the Spalding Ladies' Executive aluminum shaft line. The irons have all the features of the men's Executive line, but the woods are made from the finest persimmon woods and finished in brown. Suggested retail price: eight irons, \$185; four woods, \$125.

**Wilson Sporting Goods Company** presents all new, precisely crafted golf bags. Executive model features extra-large 10-inch, round step-down top ring with French cuff construction. Bag's body and trim leather is in a new swept flare styling. Star shape, six section design club dividers extend full length of bag. Other features include: spacious, double zippered well ball pockets... extra-large brass zippers... full length clothing pocket and zippered utility pocket... top and bottom cuffs... individual locks and keys for guarding each compartment... matching carry-all (\$70) and shag bags (\$25). Suggested retail price for Executive bag, \$175.

Wilson also is introducing a newly designed line of Patty Berg Staff clubs with aluminum shafts. The irons have a sand blasted face and feature a drilled-through hosel for weight distribution. The woods have Strata-Bloc heads finished in ebony. Suggested retail price: nine irons, \$197; four woods, \$120.

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## Accessories, display units



**Allsop Automatic, Inc.**, makes the Shoe-In Traveler, especially designed for golf shoes. It transports easily and holds the shoe securely in place while straightening it back to its original shape. Because nothing is inserted into the shoe, it is allowed to dry without wrinkling and because there is constant aeration, the problem of mildew is eliminated. Retail price: \$5. Allsop also offers a vinyl Shoe-In Bag for \$6.

**Atlantic Products** announces that the body of the slings on its 1969 golf bags will be made of a new Nitrile PVC material, which is a combination of vinyl and rubber. An unconditional guarantee for the slings is offered by the company for the life of the bag.

**Golcraft, Inc.**, has added the ladies' Proette golf bag to its golf product line. The bag is larger, 10 inches around, and features a side vanity pocket, large ball pocket and large clothing and accessory pocket. Part of the model LP 75 series, it comes in canary yellow, citrus green and pumpkin. Retail price: \$75. The company's complete line will be featured at the show.

**Lamkin Leather Company** offers a leather grip conditioner called Contact. According to the company, it keeps leather grips and gloves soft and tacky, regardless of the weather. It comes in two-ounce, aerosol can and is packaged 12 to a self-standing display carton.

**Reliable of Milwaukee** has washable knit Club-Sox in eight styles. Style 5017 socks carry one stripe, three or four stripes for one wood, three or four woods. Included also is a crested blank sock. If sent, the company will sew on your club crest. Colors are: red/white, black/white, gold/white,

sapphire/white, loden/white, burgundy/white. Other styles are available in a variety of color combinations or in solid colors. There are three putter cover styles in various colors available and one style in a fake fur.

Wal-lop, a weighted head cover, comes in two-tone leather. It is packed six to an illustrated display box. Suggested retail: \$1.80 each. For ladies, the company makes six styles of tote bags in various colors.

**Sit 'n Rest Golf, Inc.**, has made a major frame change in its combination cart and bag. The new Z-frame reportedly permits better protection for woods, as well as allowing more compact storage, better balance and a larger accessory pocket. Four models come in a choice of six colors: red, green, gold, blue, black and maroon. Prices of models are: \$36.50, \$41.50, \$42.50 and \$47.50.

## Golf cars, batteries

**Club Car, Inc.**, offers the Four-Bagger golf car. It is 103 inches long, 50 inches wide and weighs 710 pounds. The car converts to a four-bag vehicle by buying the four-bag attachments, drilling two holes in the fiberglass body on both rear fenders and drilling two holes on each side of the rear bumper. It can also be rented for two or three bags.

**Columbia Car Corp.** makes the Prago golf car in three models: the two-passenger, three-wheel model 800; the one-passenger, three-wheel model 801; and the two-passenger, four-wheel model 804. Model 800 is 42 inches high, 89 inches long, 42½ inches wide; model 801 is 40 inches high, 67 inches long and 30 inches wide; model 804 is 42 inches high, 97 inches long; 42½ inches wide. Weights with batteries are: 850 pounds (model 800); 433 pounds (model 801); 940 pounds (model 804). Optional equipment, which are not available for all models, include: automotive steering, fiberglass or vinyl canopy and frame, windshield, double bag rack, radio, cigarette lighter and front bumper.

**Cushman Motor Sales, Inc.**, introduces the Town & Fairway golf car, which can convert from a golf car to a four-seater or carry-all. Available in electric or gasoline power, the car's overall height is 47½ inches, length 108¾ inches and width 48 inches. Cushman has also announced that its Gran Cushman line of golf cars has been redesigned, restyled and

reengineered. Model GC-300 with three wheels, gas or electric and model GC-400, four wheels, gas or electric, have built-in wrap-around bumpers, guard rails, enclosed wheel wells, rear wheel flaps, bucket seats and adjustable vertical bag racks. Accessories include: canopy top, Plexiglass windshield, horizontal bag racks, chrome hubcaps, tow hitch and bar.

**E-Z-Go Car Division** offers the three-wheel, (model X-440) and the four-wheel, (model X-444), electric golf cars. The cars are 90 inches long, 47 inches wide, 45 inches high and have a loading capacity of 800 pounds. The body is made of steel panels and the seats are foam rubber over wrapped coil springs. They come in red, blue, green or white. Accessories include automotive steering, top frame and cover, lights horn, chrome hub caps, tow hitch and bar and a radio.

**Motor Appliance Corp.** makes two battery chargers especially designed for the golf car maintenance. Both the model 155T and 144T have a storage feature that enables the charger to automatically cycle itself on and off, depending on the varying conditions of the battery during the storage period. The charger uses an encapsulated transformer, silicon diode rectifiers, solid state components.

**Viking Corp. of South Bend** will show the Viking I and Viking II electric golf cars. The reinforced fiberglass Viking I is 98 inches long and 48 inches wide; the Viking II is made of 14-gauge steel, is 88 inches long and 46 inches wide. Both models feature four-speed controls, choice of tiller or steering wheel, automatic braking, individual seats covered in Naugahyde and vertical bag carrier.



**Westinghouse Electric Corp.** introduces a four-wheel, electric golf car constructed of steel. The car can carry two passengers and two golf bags, has foam-cushioned bucket seats and comes in beige. Shipping weight with batteries and top: 1,060 pounds. The surry top is optional. The car is powered by a 4½ hp engine with speeds up to eight mph.

Continued on page 98

## PGA show products

### Golfwear

*Continued from page 91*

**Buccaneer Mfg. Company's** West Wind line for spring and summer contains various styles of jackets for men and women. Two styles included in the line are the Scramble golf jacket for men and the Eagle for ladies. Made of two-ply nylon, the Scramble has a Mandarin zippered collar which conceals a hood. Colors available are: white/white trim; red/navy trim; beige/natural trim and jewel blue/navy trim. The ladies' Eagle jacket has a by-swing back with mesh insert, Peter Pan collar, large size pocket, and coordinated knit collar and cuffs. Colors: white, mint, lemon, pink, beige and jewel blue.

**John C. Caulkins, Ltd.**, has embroidered three-dimensional blazer crests for clubs or associations. Available handmade or machine-made in any number and color combination, including silver and/or gold bullion, the company has/no minimum ordering requirements.

**Croston of Boston** offers custom-crested blazers. The blazers are available in nine shades of 55 per cent Dacron polyester and 45 per cent wool, four shades of 100 per cent two-ply pure worsted flannel, and 100 per cent two-ply worsted with a doe-skin finish. Styles are made in either a three-button natural shoulder (Pro Model) or a two-button semi-drape model with side vents (Club Model). Double-breasted models are available in all materials at a 15 per cent extra charge.

**Flip-It, Inc.**, has a line of ladies' golf hats in many styles and colors. Flip-It coordinates some hat styles with Haymaker outfits. Prices range from \$30 to \$39 a dozen.

**Gold Crest, Ltd.**, offers a complete line of three-dimensional crests in silver and gold bullion interwoven with fabrics in any color combination. Crests come with clutch back fasteners or trim for sewing.

**Golf & Sport Headwear Company** offers men's golfing hats. Styles include a Dacron and cotton crusher with an adjustable size sweat band; a nylon and mesh hat; a poplin and mesh bucket hat with 1 7/8-inch brim for protection from the sun.

**Haymaker's** spring line for 1969 will include a blue/yellow/white tattersall (50 per cent Fortrel, 50 per cent cotton) poplin short skirt (\$14)

and zip jacket (\$14) with matching cap from Flip-It. Outfit is coordinated with a blue Helanca nylon shell (\$6.50 retail).

**Izod, Inc.**, has for men a 70 per cent Dacron polyester, 30 per cent mohair mock turtleneck with double contrasting striped collar and ribbed cuffs and bottom. It is available in ecru/gray/orange, ecru/gray/light blue, ecru/gray/lime and ecru/gray/yellow. A matching six-button, two color, vertical stripe cotton sweater, and a 100 per cent Dacron polyester doubleknit slack with western pocket in orange, oyster, regatta blue, mint, yellow, light blue, oat, salmon, melon or green complete the outfit.

**Jaymar-Ruby's** spring and summer 1969 slack line accents color, distinctive patterns and sophisticated styling. Highlighting the line are checks, stripes and plaids in mustard gold, terra cotta, charcoal brown and bamboo. Typical of the line is the Sansabelt model in plain weave of 55 per cent Dacron and 45 per cent wool. It features an elastic waistband and is available in a range of blues—navy, midnight, medium and dark—as well as blue gray and denium. Retail price: about \$25.

**Johnston & Murphy** will show its line of golf shoes. Two models, The Hartford and The Lakeside, will be featured. The Hartford comes in white rotolo calf, has a four eyelet plain toe bal with drop-top line. Shaves are attached and shoe socks included. Price: \$48.50. The Lakeside comes in cactus olive mock alligator Corfam with Corfam suede four eyelet wingtip blucher. Shawls are attached. Price: \$47.50.

**The Kimberton Company** makes a Pro Only ladies' and men's shirt line with custom designed club emblems embroidered into the shirt fabric. Shirts are available in a variety of colors and styles, which include full turtleneck, mock turtle and jewel necks. Retail prices range from \$5 to \$13.

**Kunik Kasuals, Inc.**, makes a complete line of casual clothes for both men and women. There are men's jackets, blazers, sweaters, shirts, knit shirts and slacks. For women, the company offers slacks, bermudas, skirts, kilt-styled pants skirts, cardigan sweaters, turtleneck knit shirts and coordinates. There are his and her dickies, velours and golf jackets also in the line.

**Annie Laurie Originals** has a ladies' golf line in Triacetate, Arnel, sharkskin or cotton piques. Dress styles

include A-line and shift. Striped or solid colored cotton coats are available. Coordinating with the outfits are hats and belts.

**Lemmer-Meyer** offers alpaca sweaters in one piece body construction, dyed to match or contrast mother-of-pearl buttons, nearly 100 colors, bulkless shoulder seaming and looped on cuffs and waistband.

**Star-Grip Glove Company's** glove features a patented back which takes up the stretch in the leather as it occurs to assure a tight fit. It comes in men's and ladies' sizes and in 17 color combinations for men, 12 for women. Retail price: \$5.95 a glove.

**Stylist Shoe Company** offers 15 shoe designs in its line. All shoes feature two-piece spikeholder plate, weather-proof oil-treated leather soles and heels, full leather calfskin linings, chrome-hardened steel spikes, selected upper leathers in basic tones and vivid colors and foam cushion insoles.

**Texace Corp.** makes a wide variety of hat styles for both men and women. The company will print club names on partly embroidered blanks and will also take orders on special request emblems.

**Varela Slacks** has available five models in the line. The Vegas has an attached belt and continental pockets; the Californian features an extension waistband, quarter top pockets and side buckles; the Classic, continental pockets, extension waistband and side buckles. The full-belted Lounger features quarter pockets, and the Thunderbird, an attached belt, single pleat and quarter top pocket.

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### PGA Exhibitors Listing

(At press time; the listing is subject to changes and additions.)

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Acushnet Process Sales Company  
Allsop Automatic, Inc.  
All Star Industries  
All Star Pro Golf, Inc.  
Anglo Burton Corporation  
Atlantic Golf Equipment Co.  
Atlantic Products Corporation  
Aubuchon-Carnahan Sales, Inc.  
D.S. Bradley, Inc.  
Brockton Footwear  
Buccaneer Mfg. Company, Inc.  
Burton Mfg. Company  
Calree Company, Inc.  
John C. Caulkins, Ltd.  
Chico's Tomahawk, Inc.  
Club Car, Inc.  
Columbia Car Corporation  
George Cook, Ltd.

*Continued on page 104*





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Costs as little as 2c per washer per week

- Keeps golf balls SPARKLING WHITE . . . Golfers satisfied!
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and Sanitizer  
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**PGA Exhibitors**

*Continued from page 98*

- Otey Crisman Putter Company
- Croston of Boston
- Curley-Bates Company
- Curly Head Golf Company
- Cushman Motor Sales, Inc.
- Bert Dargie Golf Co., Inc.
- Dayton Stencil Works Company
- Derby Cap Mfg. Company
- Di Fini Originals & Knitwear, Ltd.
- Display Creations, Inc.
- Dunlop Tire & Rubber Corp.
- Eastern Golf Company
- Eaton Yale & Towne, Flexi-Grip Div.
- Edmont-Hill Division

- Ellstrom Golf Division
- Esquire Sportswear
- Etonic
- E-Z Go Car Division
- Faultless Rubber Company
- Fernquest & Johnson Golf Co.
- Field Golf Company
- First Flight Golf Company
- Flip-It, Inc.
- Florida Golf Cart Sales—Teleos
- Gold Crest, Ltd.
- Gold Crown Products, Inc.
- Golden International, Inc.
- General Battery & Ceramics Corp.
- Golf, Inc.
- GOLF Magazine
- Golf Digest
- Golf Mart
- Golf Specialties, Inc.
- Golf & Sport Headwear Co.
- Golfcraft, Inc.
- Gold-National Batteries, Inc.
- Great Lakes Golf Ball Co.
- Green Tee Associates, Inc.
- Fred Haas & Associates
- Walter Hagen Golf Equipment Co.
- Harley-Davidson Motor Co.
- Haymaker
- Hillerich & Bradsby Co. of California
- Ben Hogan Company
- Hornung's Pro Golf Sales, Inc.
- Imperial Caps, Inc.
- Int'l Golf Accessories, Inc.
- Izod

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*Continued on page 106*

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Florida, January 19, 1969

## PGA exhibitors

*Continued from page 104*

Jarman Company  
Jaymar-Ruby, Inc.  
Johnston & Murphy Shoe Co.  
Karsten Mfg. Corporation  
Kimberton Company  
Kountry Klub Sportswear, Inc.  
Kristol Kraft Company  
Kunik Kasuals  
Lamkin Leather Company  
Annie Laurie Originals  
Lemmer-Meyer Co.-Hilstar Corp.  
Jack D. Levine Inc.  
3-M Company  
MacGregor, Consumer Div., Bruns.  
Miller Golf Company  
Motor Appliance Corp.  
National Golf Foundation  
Northwestern Golf Company  
Sam O'Neill Golf Sales  
Original Fur Company

Palm Beach Company  
Arnold Palmer Golf Company  
Gino Paoli  
Parker of Vienna  
Pedersen Golf Corp.  
Peggie By The Sea Originals  
Penfold Golf Balls  
P.G.A. Golf Equipment  
David L. Pransky  
Pro-Shu Company, Inc.  
Puritan Sportswear Corp.  
Ram Golf Corporation  
Reliable of Milwaukee  
The Grant Robbins Company  
Billie Ross of the Palm Beaches  
Vic Ryan & Associates  
Ernie Sabayrac Inc.  
Saks Fifth Avenue  
Score With Northrup  
Scott Mfg. Company  
Shakespeare Company  
Sit 'N Rest Golf, Inc.

E.J. Smith & Sons Co.  
Slack Fashions, Inc.  
A.G. Spalding & Bros., Inc.  
Sports Novelties  
Sportswear by Alfred  
Star-Grip Glove Company  
States Hand Knit Crafts  
Leonardo Strassi  
Stylist Shoe Company  
Sweet Swinger, Inc.  
Swing Rite Corporation  
Donald M. Temple  
Town Talk Mfg. Company, Inc.  
Texace Corporation  
Uniroyal, Inc.-Royal Golf Equipment  
Varela Slacks  
Viking Corp. of South Bend  
The Voyager  
Dick Watson  
Westinghouse Electric Corporation  
Wilson Sporting Goods Company  
Wittek Golf Range & Supply Co. □

## GCSAA show products

*Continued from page 58*

an acre. With a tractor speed of up to 10 mph, the spreader reportedly can cover up to 40 acres an hour.

**West Point Products Corp.** introduces two machines for 1969: the Aeri-Vac and the MC-100 Vertifier. The Aeri-Vac is a heavy-duty PTO powered vacuum machine and will remove leaves, grass clippings, and *Poa annua* seed. One man can operate the machine and clean a 6-foot swath at a speed of seven to eight m.p.h.

The MC-100 Vertifier is a self-propelled riding aerator, equipped with a 14hp electric engine. It has a 32-inch coring width.

## GCSAA Exhibitors Listing

(At press time; the listing is subject to changes and additions.)

Agrico Chemical Company  
Alfco Rokeby Company  
American Golf Car Mfg. Assn.  
American Research Corporation  
American Sod Producers  
Ampulco-Hardie Sprayers  
Aqua Dial  
Aquatrols Corp. of America  
Bankers National Life Ins. Co.  
John Bean, Div. of FMC Corp.  
Borden Chemical Company  
Broyhill Company  
Buckner Sprinkler  
Bunton Company  
Carlson Products Corporation  
Cast Iron Pipe Research Assn.  
Certain-Teed Products  
Certified Laboratories  
Chemagro Corporation  
W.A. Cleary Corporation  
Cloro-Spray Corporation  
Columbia Car Corporation  
Container Development Corp.

Cushman Motors  
Cyclone Seeder Company, Inc.  
Dedoes Industries Inc.  
Joseph K. Dennis Company, Inc.  
Diamond Shamrock Corp.  
J.J. Dill Company  
Doggett Fison Company  
E.I. du Pont de Nemours & Co.  
Eastern Sambar, Ltd.  
Elanco Products Company  
E-Z-Go Car Division  
E-Z Rake  
Febco, Inc.  
F.E.C. Fertilizer  
Florida Turfgrass Assn.  
Foley Mfg. Company  
Ford Motor Company  
Fore-Par Mfg. Company  
Gator Trailers Corp.  
Giant-Vac Mfg., Inc.  
GOLFDOM Magazine  
Gravelly  
Griswold Controls  
Harley-Davidson Motor Company  
Hawaiian Motor Company  
Hays Mfg. Company  
Hercules, Inc.  
Howard Metalcraft Company  
H.D. Hudson Mfg. Company  
International Harvester Company  
Jacobsen Mfg.  
Johns-Manville  
Kohler Company  
Lely Limited  
Lindig Mfg. Corporation  
Locke Mfg. Company, Inc.  
Mallinckrodt Chemical Works  
Massey Ferguson, Inc.  
M.O. Mattwell, Inc.  
McDonough Power Equipment, Inc.  
Milgradt Mfg., Inc.  
Milburn Peat Company, Inc.  
Milwaukee Sewerage Commission  
Monsanto-Astroturf  
Moody Sprinkler Company  
F.E. Myers & Bros. Company  
National Chemsearch Corporation

National Golf Foundation  
National Mower Company  
L.R. Nelson Mfg. Company  
Oil-Dri Corp. of America  
Oregon Highland Bentgrass  
Par Aide Products Company  
Plant Marvel Laboratories  
Princeton Turf Farms, Inc.  
Publishers for Conventions  
Radio Rain, Inc.  
Rain Bird  
Rain O Mat Sprinklers, Inc.  
Rhodia, Inc., Chipman Division  
Rogers Mfg. Company, Inc.  
Roseman Mower Corporation  
Royer Foundry & Machine Co.  
Ryan Equipment Company  
O.M. Scott & Sons Company  
Shell Chemical Company  
Skinner Irrigation Company  
Smith-Blair, Inc.  
Smithco, Inc.  
Sod Master Company  
Soilmoisture Equipment Corp.  
South Texas GCSA  
Sprinkler Irrigation Assn.  
Standard Mfg. Company  
Stauffer Chemical Company  
Stevens Appliance Truck Company  
Swift Agricultural Chemicals Co.  
Telsco Industries  
Thompson Mfg. Company  
Thuron Sprayer Mfg. Company  
Toro Mfg. Corporation  
Tuco Products Company  
Turf Vac Company  
U.S.S. Agri-Chemicals, Inc.  
Vander Molen Export Company  
Velsicol Chemical Corp.  
Viking Mfg. Company  
Vineland Chemical Company  
Warren's Turf Nursery, Inc.  
Weeds, Trees, and Turf  
Western Peat  
West Point Products Corp.  
Wyandotte Chemicals Corp.  
York Modern Corporation