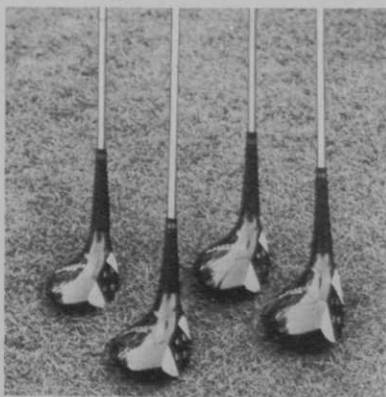


Golf equipment

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.

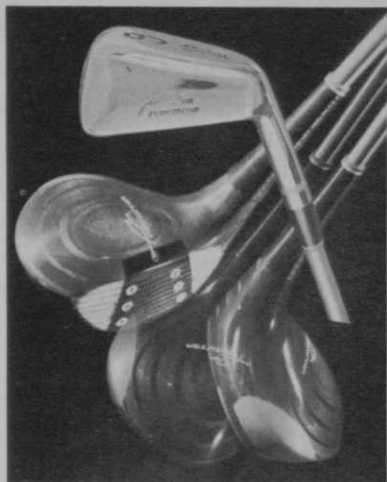
Bomann Golf, Inc., is a newly-formed company and is offering its line of clubs for the first time this year. A feature of the Bomann Bomber driver is its face, 2 inches in size. A special introductory offer to the pros has the following package of woods and putters with a special price discount. The 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.

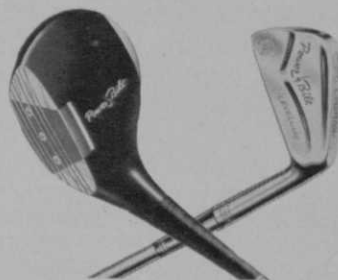
The company's newest ball is the Maxima with an acrylic center. Double winding builds up its uniform compression. It comes in medium or high compression. Price: \$1.25 each, \$14.75 a dozen, with free personalizing on orders of a dozen or more. The company's complete line of golf equipment, including 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.

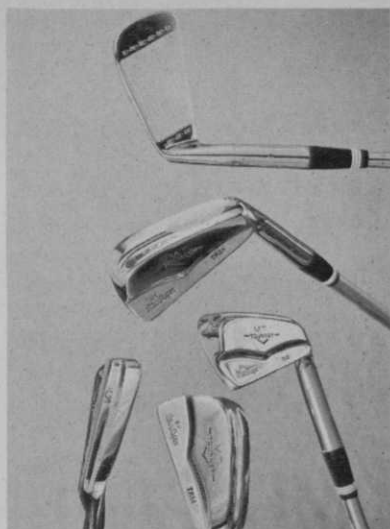
The metal weight has been removed from the toe and shifted backward and downward, giving maximum weight directly behind the impact spot. Prices: irons two through nine with Apex shaft, \$22.50 each.

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.

If you are interested in joining the Ball-O-Matic profit team, circle the Reader Service Card or write to Carl Shellhouse, Vice President, Marketing.

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.

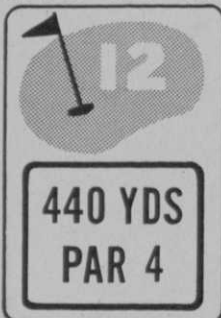
PGA Golf Equipment has a newly designed golf club line, an additional club entry and some changes on its ladies' clubs.

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

Continued on page 88



G-91 Red • Green • Black



G-92 Green • Yellow • Black

Colorful NEW TEE MARKERS!

JUST \$4.95 EACH!

Colorful Hole Numbers, attractively designed in two exciting styles. On strong 18 gauge steel, with weatherproof baked enamel finish . . . size 12" x 18". Just send us your scorecard, with correct yardage, indicate style wanted and we will custom make in just three weeks! Sturdy 5½' channel posts \$1.50 each.

Send check with order and we pay shipping charges.



\$1.60 EACH

SIZE 10" x 7"

OTHER WORDINGS AVAILABLE

Grinco Signs
SIGNMAKERS SINCE 1875

141 HANLEY INDUSTRIAL COURT
ST. LOUIS, MO. 63144
PHONE 314/645-0101

For more information circle number 258 on card

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 so durable 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

LINDIG ... For Full-Circle Preparation Of Soil

1 B/2 B Shredder



L-25, L-40, L-60



CL-75, CL-125, CL-200

Treatment Cart and Steam Aerator



For additional information and free literature write:



1875 WEST COUNTY ROAD C • ST. PAUL, MINNESOTA 55113

For more information circle number 268 on card

Lindig Shredding and Screening equipment processes wet or dry materials and removes unwanted debris. Exclusive Hammermill action maintains uniform texture for "topgrade" soil. • For the best quality and most productive soil obtainable . . . look to Lindig's Complete "Soil-Service Systems." The Lindig Soil Cart and Aerator provide the correct low temperature of 145° to 165° which destroys harmful elements without damaging beneficial bacteria. • There are models available to economically fit your specific requirements.

K-10



D-15



- SHRED • AERATE
- SCREEN • MIX
- TREAT

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.

Here's a Pretty Profit Picture



Cordo-Hyde® Golf Shoe Laces are specified by many leading shoe manufacturers because they are interested in providing the ultimate in good looks and long wear for their customers.

Cordo-Hyde Golf Shoe Laces stand up to shock and chafe round after round — on wet fairways or the toughest rough. Stay tied, too. Available in black, cherry cordovan, mahogany, or white.

Your golf products distributor carries them —
how about you?



USM Corporation

Research/Systems/Manufacturing

Boston, Mass. and St. Louis, Mo.

For more information circle number 270 on card