

Attention! DID YOU KNOW?

1. that we accept collect phone orders from you anytime?
2. that we ship within 24 hours?
3. that we have six salesmen traveling to serve you?
4. that we stand behind what we sell?
5. that because we are #2 in this business, we try harder?

NOW THAT WE'VE GIVEN YOU 5 GOOD REASONS WHY YOU SHOULD PICK UP YOUR PHONE AND CALL IN YOUR ORDER COLLECT, DO IT NOW! Dial 305-833-1048.

Balls, clubs, tees, mats, pails, grips, markers, retrievers, golf ball pickers... and more!

Atlantic Golf Equipment Co.
4210 South Dixie Hwy.
West Palm Beach, Florida 33405
WRITE FOR FREE CATALOG

For more information circle number 247 on card

Amazing non-slip HAND GRIP for Golfers



Power-Grip is a hand grip assist... a thermo-plastic waterproof spray powder that lasts for hours. Contains no rosin. Will not transfer from hands to object being gripped. Does not ball up or become sticky. Doesn't build up on object being handled. Non-staining, colorless, odorless, non-allergenic powder. Helps reduce blisters.

Write for distributor nearest you.



KWIK-KOLD, INC.
Box 638, Moberly, Missouri 65270

For more information circle number 228 on card

Top Pros and the Products they Endorse

This is the only century in which a well-known name will sell a product. The assumption is that whoever buys it is buying not only quality but prestige.

The following is a list of some of the many and various types of merchandise* to which top touring pros lend their names.

Tommy Aaron

Munsingwear shirts; Spalding clubs, golf balls

Frank Beard

Amana Refrigeration Company; Hillerich & Bradsby Power-Bilt clubs; Kentucky Fried Chicken Corp.; Munsingwear shirts

Julius Boros

Astro Turf (consultant); Bellows-Valvair (consultant); Buick Motor Company; Liberty Mutual TV hunting and fishing series; Munsingwear shirts; Wilson clubs, bags, golf balls

Billy Casper

Chrysler Corp.; Cyclo-Massage massage equipment; Etonic shoes; Family Record Plan; Fox Knapp rainwear; Lectron Industries Billy Casper Golf Computer; Maytag Company; Palm Beach sports coats, slacks; Revere Sportswear sweaters, shirts; Sports-O-Tron golf accessories, gloves, practice retrievers; Wilson clubs, bags, golf balls

Bob Charles

Dunlop golf equipment; Etonic shoes; Golf Pride grips; Munsingwear shirts, sweaters.

Bruce Crampton

Dunlop golf balls, clubs, bags, gloves; Etonic shoes; Flexi-Grip Golf Pride grips; McGregor-Doniger slacks, shirts, jackets; Sports-O-Tron golf accessories

Al Geiberger

Munsingwear shirts; Scovill Mfg. Company; Skippy Peanut Butter; Spalding clubs, golf balls

**In the time between writing and publication of the list, contractual changes, which would affect specific endorsements, may have occurred.*

Dave Hill

Etonic shoes; Munsingwear shirts, sweaters, slacks, jackets, socks; Ram clubs

Bob Lunn

Etonic shoes; Golf Pride grips; Izod sweaters, socks, slacks; Sacramento Brand Tomato Juice

Bobby Nichols

Etonic shoes; Hillerich & Bradsby Power-Bilt clubs; Munsingwear shirts; Bobby Nichols Country Club Car Wash; T-S-K dry cleaning

Jack Nicklaus

A.J. Industries golf carts; Dynabal golf accessories; Hart, Schaffner & Marx blazers; Hat Corp. of America hats; Host Pajamas sleepwear; MacGregor clubs, golf balls; Peerless shirts; Plymouth Shoe Company shoes; Poplar Hosiery hosiery; Spatz Brothers boys' jackets; Stern, Merrett Company ties; Jack Summers & Company, Ltd., golf accessories; Robert Lewis Weatherwear men's rain jackets

Arnold Palmer

A.J. Industries golf carts, golf accessories; Bausch & Lomb sunglasses; Robert Bruce knit shirts, sweaters; Etonic shoes; Hal Joseph Hats; Leeds Luggage golf bags; Lewis Marx & Company golf games; Loomtogs women's golfwear; Arnold Palmer Golf Company clubs, golf balls; Arnold Palmer/Sears golf clubs; Pincus Brothers sports suits, blazer suits, country clothes; Kayser Roth socks; Sunstate Slacks slacks, shorts; Windbreaker Danville Company men's and boys' outerwear jackets, non-tailored leisure jackets, all-weather coats; Weldon Pajamas

Doug Sanders

McGregor-Doniger clothes; Pro-mark Signature gloves; Ram clubs

Dave Stockton

Footjoy shoes; Munsingwear shirts; Spalding clubs

Lee Trevino

Blue Bell hats, shirts, slacks, shoes, socks; Dodge Motor Company; Dr. Pepper Bottling Co.; Faultless balls, bags, clubs

Bert Yancy

Footjoy shoes; Golf Pride grips; Jockey shorts, PGA clubs