

# PGA

Mr. Hoffner's feet hurt him. That was the beginning of the Professional Golfers' Assn.'s most successful merchandising promotion. Frank Mitchell and Gus Novotny also were tired of wandering around the clubhouse and the first tees and the 18th green of the PGA National GC at Dunedin, Fla.

It was during the first of the PGA Seniors champions conducted at Dunedin that Bob Hoffner, veteran pro salesman, quickly discovered he could see many of his best customers and prospective buyers.

So he got himself a bridge table and a chair, put them along the path under the big shady tree in front of the clubhouse and the pro shop, showed a few samples, opened his order book, and his store was in business.

It was a grand hunch. Frank Mitchell, who had been selling to pros for a long time also got himself a table and a chair. Then Gus Novotny opened his bazaar.

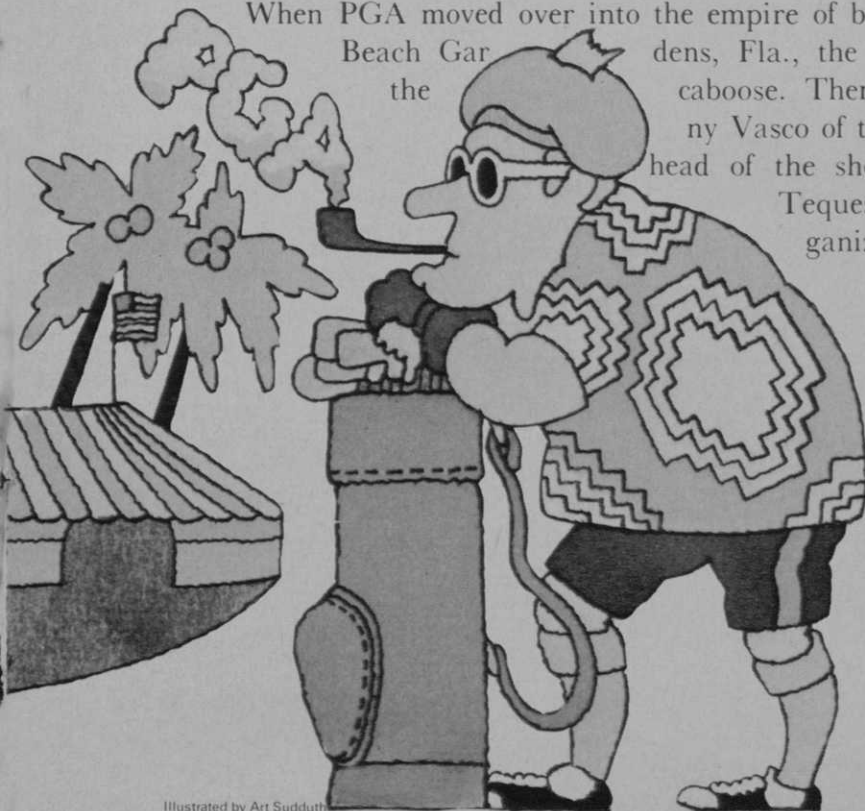
So Hoffner, sitting in the shade and giving his feet a chance to cool off, and his comrades with similar problems and hopes, created a valuable new service in pro golf merchandising.

Frank Sprogell was everything—professional, manager, superintendent—of Dunedin then and saw that these pitch men were doing a good job for pros. So he put up a tent in back of the clubhouse, and the PGA Merchandise Show was born. One year it almost rained the show into the Gulf, but it simplified and extended pro buying.

When PGA moved over into the empire of billionaire John MacArthur at Palm Beach Gardens, Fla., the Merchandise Show came along as the caboose. There a smart, imaginative pro, Johnny Vasco of the Lehigh (Pa.) CC, was appointed head of the show project. He and Ed Ficker of Tequesta (Fla.) CC got the show organized as big business.

And to check out how the show has flourished since, just head down to Palm Beach Gardens from January 24th through 27th this year. —Herb Graffis

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Illustrated by Art Sudduth



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The following are highlights of the merchandise that various manufacturers, distributors and representatives will be exhibiting at the GCSAA show.

The companies appearing on the following pages are those which have indicated to GOLFDOM that they will be at the show; it does not, therefore, represent an official exhibitors listing. An asterisk \* following a company's entry indicates that specific details on its product lines were not available by press time.

### **GOLF CARS, CARTS, EQUIPMENT**

**Club Car, Inc.**, introduces the four-wheel Caroché, an automotive type electric golf car. The Caroché is powered by a double reduction gear drive transmission. The Caroché weighs 810 pounds and has a detachable four-bag attachment enabling it to hold up to four people.

**Columbia Car Corp.** introduces the new Pargo Plus-2 Brake Package. Available on all 1969 Plus-2 three- and four-wheel golf cars, the new disc brake system eliminates noise, requires few adjustments and assures safe stoppings. Optional equipment is an automatic brake seat.

**Cushman Motors** introduces the Town & Fairway, a four-wheel golf car, which can double as a carry-all for packages or groceries off the course. The rear end converts to make an additional seat for two passengers. The Town & Fairway is available in both electric and gasoline version.

**E-Z-Go Car Div.**, Textron, Inc., offers the X-440 three-wheel car with automotive or tiller steering

and the X-444 four-wheel golf car with automotive wheel. Both models feature all steel frames and bodies and full wrap-around rubber bumpers.

**General Battery Corp.**, replacement battery manufacturers, introduces car battery featuring a red polypropylene dirt-resistant cover.

**Gould Inc.**, introduces a new polypropylene battery in two sizes—180 A. H. and 220 A. H.

**Harley-Davidson** offers the golfer a choice of electric or gas golf cars. Both types of cars have contour bucket seats and power reduction steering. The gasoline car has a two cycle, single cylinder, air cooled engine, fully automatic forward and reverse power. The electric car has a series wound, 35 volt dc drive motor, master drive forward and reverse power transmission.

**Jarman Company's** Bag Boy golf cart comes in three models that feature wheels which fold down, adjustable brackets and non-slip straps, blue-steel cushion springs.

**Mars Industries, Inc.** introduces the Buzz-A-Round one-man golf car. It is 73 inches long, 32 1/2 inches wide and 36 inches high (24 inches with tiller bar and bag rack removed), and weighs 245 pounds without batteries.

**Maynard Sales International, Inc.**, offers its electronic golf cart which follows you around the course by means of a homing device—actuated by a small transmitter carried in your pocket or on your belt.

**Motor Appliance Corp.** introduces the new MAC Super Charger 1555T (36 volt) which measures the battery condition and always replaces an amount of

energy which will fully and correctly charge the batteries.

Also available is the built-in Charger in Ferro-Resonant or Multi-Tap Taper Type designed for the customer's requirements.

**Sit 'N Rest Golf, Inc.**, makes Cart-Bag, the combination golf cart and golf bag. Each model also comes in a deluxe version with two matching accessories.

**The Viking Corp.** manufactures the two passenger Viking I and Viking II 36-volt electric golf cars. The Viking I, the Deluxe model, features bucket type padded foam seats, coil springs with shock absorbers, chromed arms, bag rack and tiller.

The Viking II features foam rubber seats and backs, coil springs front and rear with dampener, 14 gauge steel body with fiberglass fender and bag well, chrome bag rack and tiller.

**Westinghouse Electric Corp.** offers electric golf cars in three- and four-wheel models. The cars feature foam cushion seats, all-steel construction and bolt-on replaceable panels, fully enclosed drive train, automotive differential, 4 1/2hp series wound DC Westinghouse motor, steering wheel and foot-operated brake.

### **GOLF EQUIPMENT**

**Acushnet Sales Company** offers a large selection of clubs, bags and accessories, balls and gloves, as well as a new line of Titleist woods and irons. The woods are available in two models—standard medium deep face or shallow face. Both models feature selected persimmon wood and the brass back "power-thrust" insert. Wood faces are individually filled by hand to produce the four-way bulge. Each head is taper-reamed, bonded and secured to the shaft

with a headless screw. Sole plates are designed with a locking feature to eliminate shifting at impact. Titleist irons have square-toe design which facilitates alignment of blade at right angle to line of flight. Sole grinding builds in correct lie and loft as well as correct face position at address.

In the Finalist line, woods are made of persimmon in a dark walnut finish with a black fiber insert and black and red fine line rubber grips and irons with a blade scored to USGA specifications and contoured to give perfect line up control. Right-hand clubs in aluminum or steel shaft; left-hand clubs in steel shaft only.

The Tittlette line for ladies fea-



tures woods with a blue finish with black fiber inserts and grips of blue and gold fine line and irons designed for maximum playability.

Golf balls are offered in the Titleist line: the Titleist and Titleist 100 with K2 construction and the Titleist "Red."

The range balls come in white with red band or solid yellow. Acushnet bags come in a variety of colors and materials with color coordinated head covers, and umbrellas for some models. Gloves in full or half finger models in a full range of colors and materials is also available.

**Atlantic Products** offers golf bags with five new pockets in the lower section of the bag.

Especially for the ladies is the Minipurse, a pocket that snaps onto the top cuff of the bag while playing, then can be detached and carried by its own handle. Bags feature new, brighter colors.

**All Star Pro Golf Company, Inc.**, offers two new clubs—the R/R Plus 1 and the R/R Golden Black Ram. The R/R Plus 1 has a lightweight steel step down shaft which reduces clubhead twist, maple heads with a dark mahogany finish, black border with deeptone red diamond shape insert, contoured sole to increase playability and S-locked sole plate. The irons are stainless steel with wide flange bottoms, deep face scoring.

The R/R Golden Black Ram comes in lightweight steel or aluminum shaft. Woods have laminated moisture proof maple heads with a walnut finish. Two piece wide angle insert and contoured sole. The irons have a contoured roll at base. Base flange and deep face scoring and sand blasted hitting area are features.

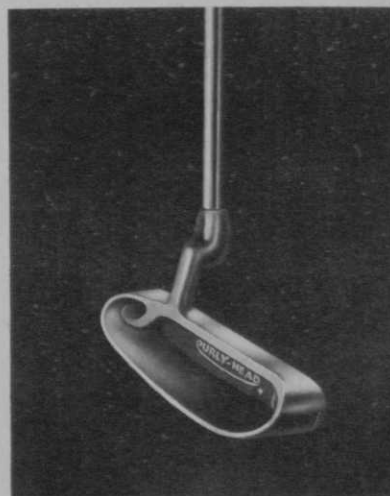
**Burton Mfg. Company** makes golf bags that feature color-coordinating Delrin zippers, brass hardware, nylon stitching, rayon-backed vinyl materials for extra strength, rust and corrosion resistant rivets and quality leathers and vinyl materials.

**Chico's Tomahawk, Inc.**, introduces the Rake—a new sandwedge which has the clubhead equipped with special grooves on the underside.

**Otey Crisman's** newest addition to its line is the bamboo shaft putter. This shaft, hexagon shaft, hexagon shaped, is fashioned from six pieces of bamboo laminated in-

to one shaft that can withstand moisture and extreme temperature without damage. Another new product is the Eyeline shaft designed of a solid special alloy from head to grip section which is said to ensure alignment, balance and control.

**Curly-Head Golf Company** introduces its new model 8 putter, designed with a hollow mallet head style. The weight concen-



tration plus a machined groove just behind the face give the golfer more sensitivity, according to the company. Made in a choice of medium, flat or upright lie.

**Bert Dargie Golf Company, Inc.**, makers of custom clubs, offer new Dynalite shafts made of lightweight steel in addition to their conventional steel and aluminum shafts. Woods are offered with persimmon or laminate heads. Each club is custom made.

**Dunlop's** leading golf ball is the Maxfli in Red, Green or "100" Black model for every golfer.

In the bag line are the Staff Bags for men and ladies; Elite model features Corfam construction. In Vee Line are bags of alligator-grain-trim vinyl, and vinyls.

Maxfli woods have pear-shaped compact heads of pressure laminated hardwoods with four-way roll

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on the medium depth face and are bonded by a special process to the shaft. Available in antique brown or black with shaft in Maxlite or Dynamic steel and regular or stiff flex. Maxfli irons have a blade slightly offset and have shafts and grips to match woods.

Susie Maxwell woods are rounded and compactly shaped. The watermelon finish is a new color. Grips are in Dunlop rubber black and white and shafts are in steel. Irons' shafts and grips are the same as woods.

**Faultless Golf Products** introduces the Professional Plus golf ball, a solid ball made from a new



kind of tough, resilient compound that allows higher velocity, according to Faultless. Faultless also makes the Century ball.

**Fernquest & Johnson Golf Company** has completely redesigned its San Franciscan and Westerner model clubs which are available in Dyalite steel alloy shafts. Stock available in one-half inch short, standard, one-half-inch long and one-inch long lengths.

The ladies' Marquesa model is specially color coordinated and is available in True Temper aluminum shafts. Look for the PGA Show Special.

In addition, there is a complete

line of putters both premium and promotional, an entirely new line of golf bags and the FJ 100 solid stage golf ball.

**First Flight** by Toney Penna shafts are available in stiff, medium, soft or ladies'/seniors' flex



with white and golf fill black rubber grips in any swingweight desired. The woods are of persimmon and have a Cylolac insert. Irons have a new profile and are produced by the Lost-Wax process, which is said to give them uniform balance and center-focused power.

First Flight also offers the Toney Penna men's left- and right-hand woods with Pro-Lite lightweight alloy shafts in R and S flexes. Heads are of persimmon, locked in an ivory Cylolac insert.

Golden Eagle woods and irons are available with Pro-Lite shafts, wood heads of laminated hard maple and irons newly designed with wide flange soles and chrome plated. Sterling FX-101 comes in Hex Flex steel or aluminum shafts, featuring an octagon-shaped section.

There is also a full line of clubs for ladies including the right-hand Golden Eagle with lightweight aluminum shaft, featuring woods in a choice of pecan, blue, pink, yellow and white. The right-hand Golden Lady woods are fitted with an ivory Cylolac insert and irons have a clean contoured back and sole.

**Flexi-Grip Division** of Eaton Yale & Towne, Inc., will show its line of Golf Pride grips.

**The Gyro Club Corp.** (represented by John Van Nortwick) introduces the Roto Club directional top spin putter, which features unusual weight distribution to give the club greater directional control and an insert in the face of the club to give the ball a faster, more pronounced top spin to minimize ball deflection. Available in either steel or aluminum shaft, left and right hand.

**Walter Hagen Golf Equipment Company** has two new accessory items: the W0965 Drum Style Carry-All and the rectangular-shaped molded bottom shag bag. Both come in black, rawhide and ember glow. Hagen golf bags will be more colorful in colors such as ember glow, moss, red, burgundy, pastel blue and mulberry. The complete line of Hagen Pro Only bags totals 12, each in either expanded vinyl or vinyl. Matching headcovers are available.

Haig Ultra balls will be available in three compression ratings: W0105 high compression, W0115 regular and the W0125 low compression. The company will also show its Ultra golf club line.

**Tom Hill Golf Company** offers putters in mallet or blade models. All blade putters are made of a manganese bronze alloy, shafts are satin-chrome steel, flared and fluted and grips are calf leather. Putters are priced at \$16.50 each.

**Hillerich & Bradsby Company** introduces the 1970 Countess Power-Bilt ladies' woods and irons. The wood has a Tufwood laminated head and is finished in deep blue with a blue Propellac face insert and features a brass back. The iron has a Scotch-type head and is made of Levelume-plated carbon steel. All woods and

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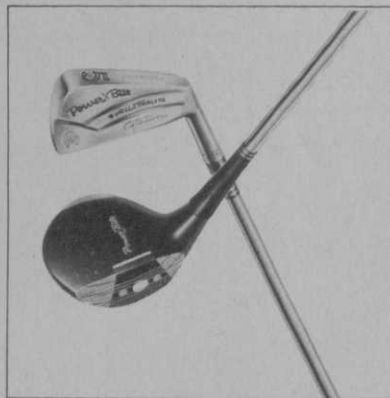


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irons in a set are matched for uniformity in swing feel. Both woods and irons feature the Power-Bilt Power-Flex shaft.

The men's Power-Bilt Citation woods and irons feature the new Duo-Power lightweight steel



shaft. This shaft increases club-head speed, yet maintains the feel of steel, according to the company. Citation wood model S600 has an ebony finished laminated Perma-Seal Tufwood head with black and white Propellac face insert with brass sweet spot.

**Ben Hogan Company** offers golf balls in three compressions—0100 high, 0200 regular and 0300 low.

1 Plus Irons have Bounce Sole, shafts in flexible, medium or stiff, grips in Hogan Slip-Proof, black with green fill.

Five wood models are available.

All incorporate the Speed Slot Toe Channel.

Hogan Ladies Clubs—the Speed Slot Fashion Colour Woods and 1 Plus Irons are available with ladies' Apex shafts.

**Karsten Mfg. Corp.** makes the Ping irons, woods and putters. The set of matched irons is the first in which no two clubs are alike yet they all have the same look. Irons are available one through nine plus a sand and pitching wedge. Woods are avail-

able in a complete range from one through six, right and left hand with standard or stiff shaft.

**Klitzner Golf Corp.** offers the Pro-Name center and end shaft putters with the name of your club pro on them at \$15 each. Klitzner also carries a complete line of golf jewelry and tournament awards.

**Lamkin Leather Company** offers rubber and leather golf grips.

**MacGregor** introduces a new concept in golf ball selection—matching the new Tourney ball to your shaft flex: Tourney I for a stiff shaft, Tourney II for a medium shaft, Tourney III for a medium soft shaft.

New this year are the Tee-Sole Woods with a smaller sole to reduce turf drag. Priced at \$29 each in Tourney steel or aluminum shafts. M/T Tourney Woods in solid persimmon have the four-way roll.



In irons, MacGregor offers the M/T Tourney Split/Level with the new design that divides the sole into two levels. In addition, there is the M/T Standard Sole Irons. Both models come in leather or rubber grips, in steel or aluminum shafts and have club-head weight concentrated behind the hitting area.

The VIP Clubs by Jack Nicklaus are made in limited editions and feature the Split Level Iron and Tee-Sole Wood.

Ladies M/T Woods and Irons

have the same features as the men's, but with head size and club weight made to ladies' specifications.

**Matzie Golf Company**, represented by Golf Mart, has its Velvet Touch Putters available with shafts of steel, anodized aluminum in four colors, and hickory.

**Al Northrup** carries golf equipment from Otey Crisman and Bert Dargie in addition to his own An putters. These putters operate electrically on household current.

**Northwestern Golf Company** introduces its "Chi Chi" Rodriguez model for age groups five to nine and 10 to 14. The model



features Perma-Lac black lifetime woods and sand blasted faces on all irons. The six-piece outfit, one of several outfit arrangements, includes four irons, a two-wood, and a plaid bag.

In addition, Northwestern plans to show its Ultimate and Pro Signature models.

**Arnold Palmer Golf Company** introduces its Tru-Matic iron model for 1970, which features a wider sole and more weight in the sole area. Available in men's and ladies' right-hand, L,A,R,S and X shafts, rubber grips. The iron is available in lightweight steel shafts. Arnold Palmer golf bags, accessories, putters, umbrellas, balls and gloves will be shown.

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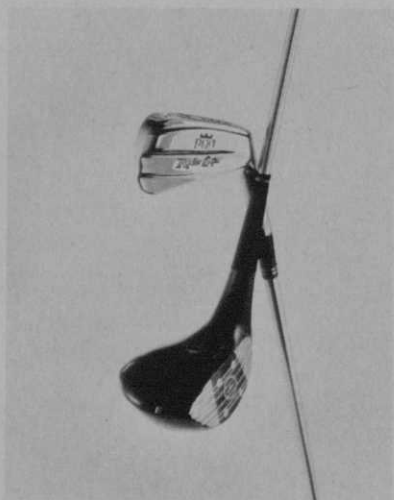
**Pedersen Golf Corp.** offers Custom Fit in all its clubs. The seven variables in the Custom Fit are shaft length, shaft flex, grip size, swingweight, loft, lie and wood club facing.

In the Custom Fit woods, three models are available. The Staff Wood, available in laminated maple or persimmon; the Classic 30, a revival, is a pear shaped driver in laminated maple; the Touring Pro, available in persimmon or laminated wood with the preg-wood insert.

Custom Stainless Steel irons feature the classic look and a shorter hosel, which adds weight to the hitting area.

**Penfold Golf Balls, Inc.**, introduces a patented ball with liquid center that does not require freezing. The wound center has two types of winding—a parallel weave, permitting the most thread possible at consistently the correct tension; this is completed with a wider basket weave resulting in a binding that completely coordinates the core and cover.

**PGA Golf Equipment** offers a new gift idea, the Cocktail Caddy, which features four serving trays



with removable and washable centers and one dozen PGA golf balls.

The Ryder Cup model wood, which is available with Dynamic aluminum or Dynamic steel shaft, features an ebony, laminated wood head with circle and crown Cylolac insert. The Ryder Cup irons offer the Scotch blade design with the weight distributed near the sole to make hitting down and through shots easier. Black and gold fill highlight the Mirachrome finish.

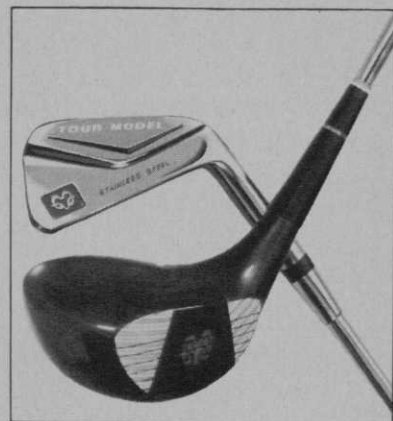
Professional model clubs feature a solid persimmon wood head finished in rosewood. The Dynamic aluminum shaft is topped with aqua and black rubber, or black and gold panel leather grips. A new color combination has been added to the Professional model irons. Green and gold fill help set off the new green and gold ferrule while the Mirachrome finish will keep the club looking new. There is wide sole forging with the deep V cut back design.

**Ram Golf Corp.** introduces the Golden Ram Fullback model with True Temper Dynalite lightweight steel shafts. The Fullback iron has a forging design with a full width contoured weight flange for delivering maximum distance on every shot. It has a tri-chrome finish, deep face scoring and a powder blasted hitting area. The woods have laminated heads that cannot shrink, swell, warp or crack, according to Ram, and a brass weight at the back of the head for added weight. The woods have two-piece wide angle face inserts and interlock sole plate.

The Golden Ram XPD-100 is offered this year with a Dynalite shaft. The woods have laminated heads that, reportedly, cannot warp, crack, shrink or swell under any weather conditions. The XPD-100 has a two-piece wide-angle insert and an interlock sole plate. The irons have a tri-chrome finish and an iron forging design that puts additional weight in back of the effective hitting

area. The XPD-100 is also available with aluminum shafts.

The Golden Ram Milady is made with aluminum shafts. The woods are laminated with a caramel finish topped off with multi-colored, wide angle inserts, each



in a different pastel hue.

Another new club model for 1970 is the right-hand Super-Ram driver, which has a bamboo head finished in a caramel stain and protected by several coats of pure polyurethane enamel.

**Shakespeare Company** introduces the XLD Mach One golf clubs for 1970. Made with Dynalite steel shafts the woods have new box-type laminated heads finished in a two-tone blend of deep



cherry and black. The irons are matched. The heads are designed with semi-square toe and emphasis on leading edge with hard chrome finish. Grips are leather or rubber. Clubs are available in right- or left-hand models. Shaft flex—regular or stiff. In the Pro-

professional XLD line, Shakespeare offers a choice of shafts—fiberglass, aluminum or steel. The woods are maple, laminated, shaped and high pressure bonded to withstand stress and wear; water-proofed, with sole plate locked in position. Irons are thin profile type with weight concentrated low in the blade; made of carbon steel, hard-chromed finish.

For women there is the aluminum shafted National model. The laminated wood heads are a modified box type, with the professional look. The irons are made to compliment the woods in both appearance and durability. The iron heads are forged from the carbon steel and hard chrome plated.

A.G. Spalding & Bros., Inc., introduces its Top-Flite clubs with stainless steel shafts. Top-Flite clubs were redesigned and reweighted for the new shaft, yet still retain the classic Spalding professional profile. The woods are made from laminated hardwoods and have a ebony finish and full sole plate. The wide taper face insert features Spalding's Opti-View curvature at the front



edge. Offered in a choice of the Cushion Control Rubber Form grip with ripple pattern or Panel Leather Form grip, also with ripple pattern.

Irons have a slender hosel with aluminum ferrule, thin top line and contoured blade. Also new is the curvature at the front of the scoring area. The irons are offered in the Cushion-Control Rubber Form or Panel Leather Form grip.

Spalding's complete pro line will also be shown at the show.

**Uniroyal** offers a wide selection of golf balls—Royal Plus extra-high compression ball, Royal high compression ball, Royal Red medium compression ball and Royal Queen for women golfers. In the low budget line, Royal of-

fers Fairway II liquid center at \$9 a dozen, Tiger rubber center, Donna Caponi for women golfers, both at \$6 a dozen.

Royal Woods have permanently laminated layers of sugar maple, have permanently bonded screwless insert and one piece sole plate. Three coats of Cylolac  
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**THE SAME BALANCE THAT MADE PING PUTTERS WORLD FAMOUS-**

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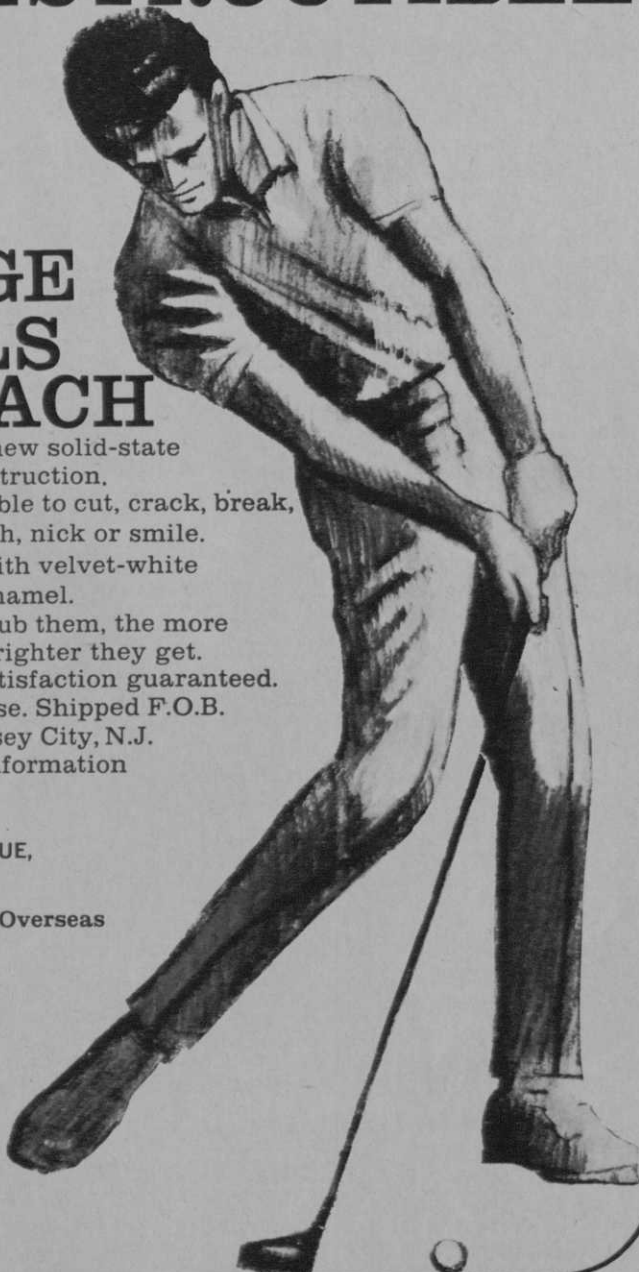
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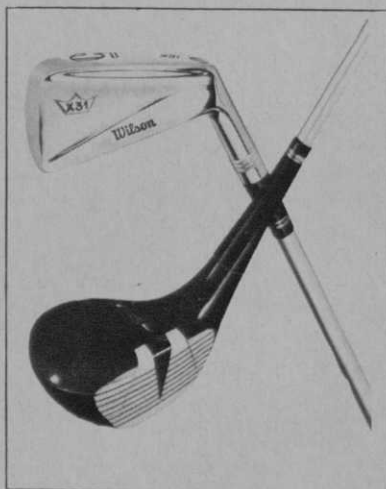
varnish are put over a moisture-proof Uniseal. Choice of aluminum or lightweight steel shafts. Irons have wide faces and beveled soles. Available in aluminum or lightweight steel shafts.

Royal Queen Clubs for ladies also come in a choice of aluminum or steel shafts. Woods have yellow, black or blue head; putters have blue or yellow heads.

Putters come in aluminum shafts with pistol grips or steel shafts with paddle grips.

In the bag line, Royal features 24 model numbers ranging in price from \$100 down to \$20.

**Wilson Sporting Goods Company** plans to exhibit its entire line at the PGA Show. Shown will be the 1970 model X-31 woods and irons, Staff model woods, Staff Dynapower irons, putters, wedges, golf bags and a collection of headcovers, gloves and accessories. The X-31 and Staff model woods retail at \$145 for a set of four in either lightweight steel or aluminum shaft. Irons start at \$225 for a set of nine



in either shaft. The golf bags top out at \$125 for the red python leather R0203 Staff model bag.

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From there, Wilson goes down in price range in expanded vinyls and vinyls to \$33.50 for full-sized bags and the Sunday bag range goes down to \$6. Matching color headcovers will be available to go with the golf bag line.

## GOLFWEAR, SHOES, GLOVES

**Alfred of New York** (represented by Jack Carnahan, Inc.) makes the long-sleeved classic cardigan and short-sleeved class mock turtleneck in 100 per cent Orlon and 100 per cent Acrilan. Colors are white, light, medium and navy blues, ivory, yellow, gold, orange, red, camel, brown, mint, green and black.

**All Star Industries** offer three models of its leather golf glove—Star, Crown and Royal Crown.

The All Star golf shirt in machine washable two-ply Supima Durene cotton comes in either a three-button placket or mock turtleneck model in a wide range of colors.

**Annabelle** offers a pro-only line of ladies sports handbags. The totes come in three sizes: large, three-fourths and mini-totes. In addition, Annabelle carries a line of wool hand finished men's slacks by Marty Fashions.

**Better Made Headwear Co. Inc.**, subsidiary of Stetson Hats, Inc., (represented by John Van Nortwick) offers a wide selection of hats for the golfer. Styles especially for the golfer are the Deerstalker, Mr. Holiday, Vagabond, Hunter and Sheraton. The hats come in a variety of colors.

**Braemar Knitwear, Ltd.**, represented by Ernie Sabayrac, offers men's and women's cashmere, lambswool and merino sweaters.

**Brockton Footwear, Inc.**, offers 59 new styles of golf shoes in addition to the continuing line of Foot-Joy and Ben Hogan shoes. The new shoes have uppers of Aztran. The spikes have inserts of tungsten carbide and are permanently attached to a special new plate; the bottom construction is permanently bonded to the uppers and is waterproof.

**Buccaneer Mfg. Company, Inc.**, tailors West Wind golf jackets for men and women. The Eagle for men is 100 per cent nylon, insert Durene knit and nylon Byron collar, extended length, loose fitting, open slits on the side and two reverse welt pockets. For ladies the Eagle has a by-swing back with mesh insert, Peter Pan collar, open slits on side, large pocket, coordinated color Durene knit collar and cuffs.

**Calree Company, Inc.**, makers of Playmaster Golf Products offers the Gripper, a new Velcro Back golf glove. In addition, there are men's and ladies' cape gloves, half finger gloves and winter gloves.

**Jack Carnahan, Inc.**, will represent Croston of Boston, Hadley Corp., Jaymar-Ruby, Johnston & Murphy, Parker of Vienna and Sportswear by Alfred.

**Coberknit** (represented by Ernie Sabayrac) offers a complete line of men's and ladies' jackets and rain-suits. Especially for the lady golfer is the Model L-08 jacket.

**George Cook Ltd.**, represents manufacturers of products for golf shops. The ladies' sportswear companies are Mr. Dino tops, slacks, sets, jump suits, shifts; Bodin Dacron knit shells, slacks, shifts, sets, culottes, sweaters; Harburt culottes, shorts, skirts with coordinating tops; Wm. Joyce golf shoes and casuals; Golf

and Sport Headwear; Decorated handbags and Jerks (J.S.I.) Peds—Pompon and Flap. The sportswear companies for men are Custom Tailored sport coats, slacks, suits; J.S.I. (Jerks) socks; J.S.I. shirts, sweaters; Thompson slacks, shorts; William Joyce golf shoes, and casuals; George Cook sport coats, blazers and Golf and Sport Headwear. Other companies and products shown by George Cook, Ltd., are Display Unlimited; golf jewelry for men and women; sunglasses by Exotic Imports and hand-embroidered gold and silver bullion emblems.

**Country Club Sportswear, Inc.**, offers hand embroidered cardigans, and alpaca sweaters. Imported from Italy are a group of Polyester shirts for men and women which are machine washable and dryable.

**Croston of Boston, Inc.** (represented by Jack Carnahan), offers crested blazers. Blazers are available in 100 per cent two-ply worsted flannel, 55 per cent Dacron polyester and 45 per cent wool, 100 per cent two-ply worsted with doeskin finish and two-ply hopsacking in 55 per cent Dacron polyester and 45 per cent worsted.

**Derby Cap Mfg. Company** makes hats and caps for men and women. For men there is the Roll-Up hat in cotton, nylon, poplin and mesh in many colors and prints. List price is \$3 each. Bucket hats come in straw and crushable nylon and poplin ranging in price from \$3.35 to \$5.50 list price.

**Dexter Shoe Company** offers a wide variety of styles for men, women and boys in leather, suede and Corfam.

**DiFini** offers floral and geometric print skirts and coordinating tops.

*continued on page 56*



*continued from page 54*

Included in the line is a patchwork print skirt with matching patchwork collar. (See page 60 for more details.)

**Gregg Draddy**, represented by Grant Robbins, features sportswear for the golfer. (See page 62.)

**Duckster Sportswear**, made by Nylon Fabricators, Inc., makes a complete line of nylon jackets for every sporting need. Especially for the golfer, Duckster makes the Bi-swing in water-repellent nylon with a knit insert that gives full-swing action, matching solid knit Byron collar with tubular cuffs, floating pocket with flap and nylon zipper front.

**Edmont-Hill**, Division Becton, Dickinson and Company, glove manufacturer, will be featuring new colors and merchandising display units. Fashion co-ordinated colors in vinyl palm gloves include red, blue and straw. A men's small size has been added to the Super-Grip line. In the vinyl palm, all-weather line styles with button-back and Velcro closures are available.

**Edward's of California's** (represented by John Van Nortwick) Pzazz '70 line features pink in a variety of shirts and sweaters. Cardigans, mock turtlenecks, three-button placket pullovers and button throughs come in coordinating colors.

**Esquire Sportswear**, represented by Ernie Sabayrac, features the following slack styles: prints and awning stripes in a Flair model, denim and hopsack cloth in golds, blues, orange, lime, flame and houndstooth check in a western pocket model. (See page 62 for more details.)

**Charles A. Eaton Company** manufacturers a complete line of golf shoes and sportswear. Firsts in the shoe line include carbide spikes which are made with a special tungsten-carbide core which is tougher than ordinary steel, and the embroidered kiltie. (See page 62 for more details.)

**Fairfield Corp.** (represented by John Van Nortwick) makes a complete line of ladies' sportswear. This year's line features plain and ribbed shells in many neckline styles.

**Field Golf Company** distributes Jockey Sportswear, Bristol balls and clubs and the Fore-Score soft goods line.

**Flip-It** hats and caps, distributed by Ernie Sabayrac, feature Masters Caps and the Slouch—a shape-it-yourself hat that is crushable, rollable and casual. Another style is the Bucket hat available in a variety of colors, soft, crushable reinforced shapes and brim dimensions.

**The Foursome, Inc.** makes of golf shoes for men and boys specializes in smaller sized models. Six shoe models are available in leather.

**Freeman Shoe Company** manufactures Wm. Joyce shoes, which are distributed by George Cook, Ltd. The Jitney is the traditional lace style, the Jade has a buckle strap across the center and the Jackpot features the kiltie.

**John W. Gleason Sportswear, Inc.**, offers the Staff Pro style sweaters. Included in this line is an Australian Shell Stitch Alpaca cardigan.

**Global Golf Products, Ltd.**, will exhibit Global Golf Shoes, Corbie Mfg. Company's Arcan line of walking shorts and slacks (\$11.95 to \$19.95) and the Fitzroy knit golf shirts (\$6.95 to

\$12.95) and socks (\$1.85 per pair) imported by Corbie from England.

**Global Golf Shoe Company** offers a saddle shoe made of Aztran, the colored part is Corfam. A brown or black squared toed shoe is available in embossed kangaroo leather.

For the ladies, all shoes are made of Corfam.

**Golden International, Inc.**, makes golf gloves with the crest or emblem of your club directly affixed in full color for men and women in a wide color range.

**Golf and Sport Headwear Company** offers hats for men and women. One model, a man's poplin bucket hat with fancy ribbon band trim comes in white, tan, light blue, yellow, lime and orange. The hat retails for \$4. George Cook, Ltd., distributes the line to golf shops.

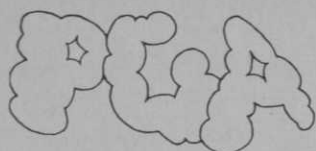
**Golf Mart, Inc.**, distributes golf pro merchandise from the following companies: Wright Golf Shoes, Munsingwear Sportswear, Basil Elliot, Ltd., sportswear and sweaters and Matzie Golf Putters.

**Great Lakes Golf Ball Company** represents Munsingwear, Gulf Stream Slacks for men, Altmann of Vienna Sweaters, E.T. Wright Golf Shoes, Ray Cook Putters, Matzie Putters, Prince XII Carts, Pro-Jo Golf Shoes and Grais Jackets.

**The Hadley Corp.** (represented by Jack Carnahan, Inc.) makes a complete line of sportswear. Included in the line especially for the woman golfer is a cashmere polo shirt (style 70425) coordinated with a pastel plaid wool skirt with slash pockets (style 70425) in lime, blue and pink.

**Harlemark International, Inc.**, introduces its new nylon-treated wind and rain parka top with

*continued on page 118*



*continued from page 56*

hood for men. Also sold by Harle- mark are Leemark processed ath- letic socks and peds, the Stream- liner waist to ankle girdle and Therma-Dri thermal underwear.

**Haymaker, Inc.** (represented by Ernie Sabayrac), offers a complete line of knits for the new season. Dacron knits in bermudas, slacks and skirts in various new fila- ments are available in a wide choice of colors. (See page 62 for more details.)

**Hornung's Pro Golf Sales, Inc.**, offers Jockey Durene Cotton shirts in 15 colors.

**Imperial Caps, Inc.**, offers for men: a planter's style hat in new stretchable straw; an Italian raffia straw with bandana-print band and brim binding; an English dress (Hogan style) cap in venti- lated nylon mesh; an Emblem golf cap (baseball style) in a nubby linen weave.

For women there is a reversible rain or sun hat of cotton print reversing to oxford nylon that features a flop brim.

**International Golf Accessories** offers the Allen Solly knitwear line for men and women.

**Izod, Inc.** (represented by Ernie Sabayrac), offers a completely washable outfit from the bottom up—socks, slacks, shirts and sweaters. It is all color matched and color coordinated.

In the Lacoste shirt, a new crepe and a new open sleeve mod- el will be introduced in solids.

**Jantzen Inc.**, makes the Three Under cardigan of one-third alpaca, one-third mohair and one- third wool. In a choice of 28 col- ors sells for \$20.

**Jaymar-Ruby, Inc.**, represented by Jack Carnahan, Inc., makes bold-patterned shorts in blue, green or brown check on a natur- al color background.

**The Johnston & Murphy Shoe Company** will display its Leveler and Fairway Collection of golf shoes.

**The Kimberton Company** has sport shirts for men and ladies with custom designed crests.

**Kountry Klub Sportswear Company, Inc.**, manufactures golfwear for men and women. For men there are alpaca cardigans and pullovers, wool, mohair and Orlon sweaters and shirts.

For women there are alpaca cardigans, nylon windbreakers and golf peds.

**Kunik Kasuals** introduces its line of men's slacks with slightly flared bottoms, men's and ladies' body shirts, ladies' pants dresses and pants skirts.

**Annie Laurie Originals** has added a large variety of straw and cloth hats to its 1970 line. Cloth hats range from the sporty rain hat to the lace garden type.

**Lemmer-Mayer Company, Inc.**, features Austrian prime alpaca cardigans, pullovers and shirts, in a variety of patterns.

Hill Star features knits from France (Mailcott), from Italy (Gekigolf) and from Scotland (MacPherson).

**Leon Levin Sons, Inc.**, repre- sented by Donald M. Temple, are the originators of the patented Q- Skirt design.

**Jack D. Levine, Inc.** (Par- Mate), offers gloves in a variety of colors and styles. Club emblems are available on all gloves.

**McMullen Company's** prints

for short skirts, slack outfits, tu- nics and vests are designed and engineered by the company.

**Munsingwear, Inc.** (repre- sented by Golf Mart, Inc.; Great Lakes Golf Ball Company; Pe- dersen E. J. Smith), will exhib- it its Grand-Slam Sportswear Col- lection. In the collection are golf shirts in polo, mock turtle, crew and placket styles in a variety of fabrics and blends.

**Al Northrup** offers Kountry Klub's new Silent Swinger wind- breaker that eliminates the swish- ing noise from the golfer's swing.

**Palm Beach Company** offers coats with wide lapels and deeper vents. Western and half top mod- el pants will be made with stripes and small checks.

Austin Hill, the ladies subsid- iary, features a match and mix match coordinating line of golf skirts and culotte skirts in solids stripes and prints.

**Gino Paoli.** Color and texture are the keynotes of this year's line. Highlighting the women's apparel are skirts, culottes and shorts. New to the Gino Paoli line are the Italian-made trousers. Some models will feature modified flared bottoms. (See page 62 for more details.)

**Parker Glove Company** intro- duces the All American glove and the Velcro golf glove.

**Parker of Vienna**, represented by Jack Carnahan, Inc., offers a variety of cardigans and V-necks for men and women. Many styles combine alpaca and suede for a front design.

**Paxton Sportswear, Inc.**, repre- sented by Donald M. Temple, manufactures men's slacks and walking shorts.

**Pegie-By-The-Sea Originals** of- fers tote bags with golf designs

and appliques on the front. Totes are made of linen with vinyl or totally of vinyl.

**Penfold Golf Balls, Inc.**, has imported gloves that are made from selected Abyssinian skins and are pre-stretched to ensure perfect fit.

Morton Knight Protective Golf-wear jackets, trousers and skirts are made of Sudanese cotton.

**Herman Phillips, Ltd.**, represented by Donald M. Temple, imports men's knitwear featuring lises of every description.

**David L. Pransky & Sons** distributes the following: Springfoot hosiery, sweaters, fleeced sportswear and underwear; Vanderbilt slacks, bermuda shorts and knit shirts; Converse/Hodgman rainwear and shoes; Dexter shoes; Westchester golf bags and bag sets; Edmont-Hill super grip gloves, stick bags and accessories; Lady Vanderbilt blouses, tops, shorts, socks and peds; Swift range balls; Pro-Fashion hats, caps, clubs, balls, windbreakers and accessories and Foster-Grant sunglasses.

**Pringle of Scotland**, distributed by Acushnet, offers sweaters for men in cashmere, wool and lambs-wool. Cardigans, V-neck pull-overs, turtlenecks and sport shirts, all in long sleeves.

**Pro-Shu Company, Inc.**, offers waterproof golf shoes.

**Puritan Sportswear Corp.** makes shirts, sweaters and cardigans in a variety of colors and materials.

**Rainbow Sales** offers hats, caps, rainwear and windbreakers for men and women. In addition, there are gloves and imported slacks for men. Also offered are umbrellas and Skyway golf balls.

**Grant Robbins Company, Inc.**,

represents Colfax Industries (Leonardo Strassi), Gregg Draddy, W. M. Schmenke and Weinbrenner Shoe Company (Mulligan shoes).

**Billie Ross of the Palm Beaches** offers resort hats, bags and accessories.

**Royce Hosiery Mills** (represented by Ernie Sabayrac) has come up with knit socks in subtle and complementary colors.

**Vic Ryan & Associates** represents Rosenblums of California, makers of sportswear for women.

**Ernie Sabayrac** represents Braemar Knitwear, Ltd., Coberknit, Esquire Sportswear, Flip-It, Foot-Joy shoes, Haymaker, Inc., Izod, Inc., Royce Hosiery, Scott Mfg. Company, Varela Slacks.

**Saddleman's Inc.**, offers a new cotton lisle golf shirt in the full fashion collar three-button placket in colors.

**David Smith** offers a complete line of sportswear in easy care fabrics, including Fortrel polyester and cotton, 100 per cent polyester knit and Arnel triacetate. Sportswear is offered in prints, plaids and stripes.

**E. J. Smith & Sons Company** offers sportswear by Munsingwear, shirts and sweaters by Altmann of Vienna and Basil Elliot, bermudas and slacks from Mr. Links, men's and ladies' rainwear by Hodgman, men's and ladies hats and emblems by Cali-Fame, golf rubbers and umbrellas, men's and ladies' socks, ladies' peds, shoe keepers by Rochester Shoe Tree Company, Inc., bags, retrievers, grips and shop supplies.

**Softouch Company**, makers of Golfsox and Golfped, has a wide selection of socks and peds for men and ladies.

**Star-Grip Glove Company, Inc.**, makes golf gloves with a patented method of closure across the back of the hand which allows the wearer to take up the stretch in the leather as it occurs.

**Leonardo Strassi's** Pro-Am knit golf shirts come in 50 per cent cotton lisle and 50 per cent Ban-Lon.

In the classics, there are long and short sleeves in Ban-Lon.

Available in Mertelle Wear-Dated Acrilan are a Balmoral cardigan and a mock turtleneck. The line is represented by Grant Robbins (See page 62 for more details.)

**Stylist Shoe Company** offers 15 new styles for '70. The top of the line features gold-colored spikes, a monk strap shoe and a no split-no-curl kiltie.

**Sweet Swinger, Inc.**, offers skirts, culottes, bermudas (in 100 per cent polyester Duprene), blouses, sweaters, polyester and cotton tops, shifts and pantshifts.

**Swell-Wear, Inc.**, makes a complete line of waterproof outdoor clothing which includes jackets, coats, pants and outer sportswear.

**Donald M. Temple** represents Leon Levin Sons, Paxton Sportswear and Herman Phillips, Ltd.

**Texace Corp.** offers an expanded line featuring colorful new fabrics. Included are rain hats made of Astrolon. Other Texace features are its NoSwett sweatbands and woven eyelets.

**Town Talk Mfg. Company's** In Color golf caps are made with a new fabric with Scotchgard finish and water repellent. Side panels are re-inforced with nylon mesh.

**Towne & King, Ltd.**, makers of men's knitwear, offers a 100 per cent worsted spun Dacron polyester, machine washable and dryable sweaters.

*continued*



*continued*

**Varela Slacks, Inc.**, distributed by Ernie Sabayac, offers the following new features in its Spring 1970 line: 1-3/4 inch waistband, continental pocket with a hand-picked one-inch welt and psychedelic checks.

**John Van Nortwick & Assoc.** represents Edwards of California sportswear, Gean Edwards golf accessories, Gyro Club Corp. golf clubs and hosiery, Swell-Wear, Inc., rain and outer sportswear, Better Made Headwear, Fairfield sportswear, Well Made Pants Company, Inc., and his own Tambour rain and wind hat.

**The Voyager** makes sportswear for women. Their line includes play and golf dresses with separate shorts.

**Weinbrenner Shoe Corp.** (represented by Grant Robbins) introduces its Pro-Am Mulligans. (See page 128 for more details.)

**Well Made Pants Company's** Epplee, Ltd. (represented by John Van Nortwick), offers slacks for men.

**E. T. Wright & Co., Inc.**, represented by Golf Mart, offers a brown full weight moccasin golf style.

## ACCESSORIES

**John C. Caulkins, Ltd.**, offers imported hand-embroidered blazer crests of gold and/or silver threads.

**Eastern Golf Company** has a wide variety of accessories for the golfer, including vinyl bags.

**Fable of Florida, Inc.**, offers

club automobile badges and key chains, gold-plated English blazer buttons in sets of seven and hand embroidered.

**Gean-Edwards, Inc.**, represented by John Van Nortwick offers Chuck-A-Roo golf bags with matching hats and headcovers.

**Global Golf Products, Ltd.**, offers its own line of golf jewelry.

**Gold Crest, Ltd.**, offers crests for sweaters and caps, crested jewelry and blazers, enamel badges, crested glassware, framed trophy crests and desk name plaques.

**Gold Crown Products** offers self-polishing Naughahyde headcovers with a simulated lambswool, which is impregnated with polish, in 19 combinations.

**Tom Hill Golf Company's** Bal-Bak ball has an anodized aluminum shaft which extends to eight feet 10 inches, it has Teflon slide bearings.

**Kristal Kraft** makes Pro-Kit golf club refinishing kit. Each kit contains Pro Strip (liquid finish remover), Pro-Stain (in a choice of four colors—black, cherry red, mahogany or walnut—Pro-Pour finish and all the tools required and complete instructions.

**Edward W. Lane Company** presents an expanded line of golfing prizes and awards.

**Miller Golf Company** makes a wide range of accessories including bag and membership tags.

**Original Fur Company** makes real lambs-fur golf headcovers, putter covers, berets and shoe buffers in long shaggy or sheared fur. All items are available in 18 colors and any combination of colors can be put together.

**Al Northup** handles the accessories of Coleman Golf Corp., Dayton Stencil Works and his own Score with Northup products.

**Reliable of Milwaukee** offers golf accessories for men and women and Club-Sox for woods and putters.

**Scott Mfg. Company's** new Travel Covers are made of canvas duck that is mildew and water repellent. They have an extra large 46-inch circumference and are 50 inches long with a 12-inch bottom and are made with a heavy duty brass zipper.

**Sports Novelties** offers the golfer novelties of all kinds. Included are Golf Ball Marker Key Chains, golf jewelry and figurines.

**Dick Watson** introduces a new gift item for the golfer. The Owl Combo is a combination tee, golf ball and caddie marker.

**Allsop Automatic, Inc.**, offers the Shoe-In valet and traveler. This unique shoe rack straightens the sole and maintains a much larger wearing surface, straightens the upper, allows air drying.

## OTHER

**Atlantic Golf Equipment Company** carries a complete line of range balls, dispensers, washers, ball pickers, mats, mowers, pails, tees, flags, flag poles, cup cutters, markers, and rakes.

**Datano Products Div.**, Dayton Stencil Works Company, makes golf bag tags and golf signs.\*

**DeVac, Inc.**, introduces teaching device, the Assistant Pro, for both class and individual instruction.

**Display Creations** has a wide selection of display units and

*continued on page 128*

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## PRINT

continued from page 62

ron woven crepe-look trouser which will not wrinkle in the suitcase and is guaranteed to look fresh all spring. In styling there is a western pocket model which comes in full color range (\$20).

**Weinbrenner Shoe Corp.** has a new line for spring '70 under the Pro-Am Mulligans label. There is a U wing pattern with a hard composition sole, in gray/white, red/white, black/white and solid brown (\$34). There is also a golfer's choice of two monk strap styles (\$32, each).

For complete addresses of the companies listed above and more information on their lines, write indicating the name of the manufacturer(s), to Fashion Editor, GOLFDOM, 235 East 45th Street, New York, N.Y. 10017.

## WASHINGTON CUTS BACK

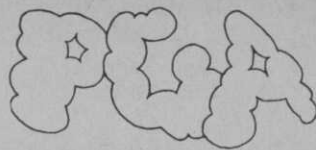
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its stand. President Nixon is determined to cut back on inflation and a tight money policy, aimed at halting inflation, is part of that fight. This means that interest rates will be kept high for the foreseeable future.

And Government officials point out that it would be inconsistent at this time to continue low cost Government loan programs while regular commercial banks have raised their rates drastically.

Opponents of the Government's move believe that golf courses create great amounts of increased taxable acreage, affecting the tax rolls of the communities in which they are located. The increased taxes derived from the land, they go on, exceeds the subsidized interest rate.

Another objection is that "green belt" areas serve not only as recreational sites, but also as a kind of aesthetic relief from the gray monotony of asphalt and concrete. □



store fixtures needed on the pro shop.

**Golf Specialties, Inc.**, offers nylon golf practice cages. Series "G" cages are for indoor use, Series "D" and "W" cages are without frames.

**John W. Mahoney (PGA)** offers long drive and proximity Markers.

**Teleos Industries Corp.** introduces the Galaxy T10, the cage that returns the ball. The Galaxy T10 features Weather-Rite Netting in black to resist wear and the elements, Energy Absorbing Baffle which increases safety.

**Wittek Golf Range Supply Company, Inc.** offers the Wittek Umbrella Stand designed to hold 12 umbrellas.

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