

Most irons for 1972 are "centered" around the weight redistribution principle. The balancing of the club-head, in one case with the use of tungsten alloy weights, will give the high, average and low handicap golfers more consistency. Weight redistribution means that balls hit near the hosel or on the toe will not feel (or go) as if you're hitting into frozen turf, but will provide better flight path and distance than in the past. Previously, when all of the weight was at the centroid or "sweet spot" if you missed it, tough luck. Although chrome-finished heads are holding their own for 1972, some manufacturers are offering stainless steel heads. Their success or failure should also indicate trends of the future. Golf irons without a hosel and with offset heads are also being offered. The theory being, to take the weight out of the hosel and place it in the head without increasing over-all weight. There are no great changes in store this year for golf woods.

Ladies' clubs are also undergoing change but not so much in design as in color. Departure from the basic blue to pastel-colored clubs are a trend-setter. In the putter market for ladies, matched grips, shafts and putter heads in pastel colors are being pushed by most manufacturers.

Putters continue to border from grotesque to absurd, but the golfers are trying anything to cure the yips. For the most part, the wide array of putters to chose from could create some headaches for professionals when ordering putters, but sticking to the basic blade, offset, flange and mallet, interspersed with the new innovations, should provide the best-selling stock for the golf shop.

A most noticeable trend in the golf equipment industry this year is the increasing emphasis on medium and lower priced clubs for pro shops to complement the top-grade clubs. Starter sets and junior sets, matched and of good quality, are available to professionals for competition with discount store merchandisers.

It is going to be a full-time job for the golf professional to analyze and evaluate the fashions and equipment being presented by the record number of exhibitors at this year's show. The professional, however, who is familiar with the trade jargon and up on the trends within the industry, stands a better chance of meeting the demands of the golf shop customer.

—Jean Conlon and Jerry Olson



On the following pages are highlights of the merchandise that manufacturers, distributors and representatives will be exhibiting at the GCSAA show. The companies listed have indicated to GOLFDOM that they will be at the show; the list, therefore, is not an official exhibitors listing. An asterisk preceding a company's entry indicates that details on its product line were unavailable at press time.

Golf cars, equipment, carts

Boylan Leasing, Inc., features leasing, sales and service of Harley-Davidson electric and gasoline golf cars.

Club Car, Inc., offers a new *Caroche* with a modified A-frame end suspension with emphasis on its light weight of 480 pounds (without batteries). The aluminum frame on the *Caroche* is housed in a triple-thick fiberglass body that will not rust, corrode or ever need painting, according to the company.

Cushman Motors introduces a new, compact and modestly priced three-wheel electric golf car for 1972. The *Trophy 300* has individual bucket-type seats, a one-piece steel front bumper and a new bag rack design. The body is formed of terneplate steel for reliable protection against the corrosive effects of water and chemicals used on golf courses. The *Trophy 300* also has a 36-volt DC series traction motor.

ESB Brands, Inc., features the *Exide* and *Willard* golf car batteries. The batteries are rated for 106 minutes of continuous running power and contain a new one-piece cover and quarter-turn vent cap to save battery maintenance and inspection time. Also available is the new polyporpylene *EV-88* golf car battery.

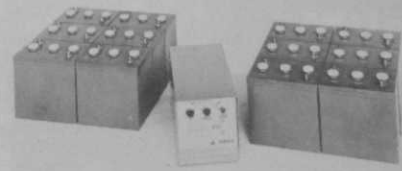
E-Z-Go Car Div., Textron Corp., features the *Four Wheel Model X-444* electric and gasoline golf cars. This model features a low center of gravity and higher ground clearance.



Also featured is the *Three Wheel Model X-440* with horizontal stabilizers and dual hydraulic shock absorbers. Also available is the *Automatic Charger* designed to lengthen battery life.

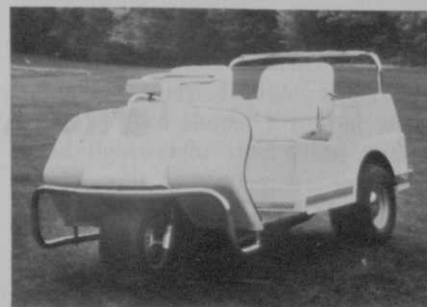
Flagmaster, Inc., manufacturers electric golf cars.

Gould, Inc., features electric vehicle power systems with fully automatic matched battery/charger packages. Batteries are available in 6-, 12-, 24-, 36- and 72-volt systems and are designed for easy maintenance.



The batteries feature polypropylene container and cover for maximum energy density and strength. The battery charger features Reactance Limited charging which minimizes the effect of battery temperature and age.

Harley-Davidson Motor Company introduces a new line of electric and gasoline golf cars with features, such as effortless power reduction steering, optional steering wheel or tiller bar and a wide, stable stance for smooth riding. Both cars feature a suspension system combining torsional stabilizers, hydraulic dampers, coil springs and



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telescoping front fork. The electric car features a two-year warranty on all major electrical components, including batteries and an optional seat brake is added for safety. The gasoline car boasts an instant ignition system which starts and stops the engine as the accelerator is depressed or released.

Jarman Company, a subsidiary of Browning Arms Company, features a wide range of golf carts including the *Bag Boy Master*, *Clubster* and *Play Day*.

Maynard Sales International, Inc., announces the electronic golf caddy with no pushing, pulling or steering. *Maynard* operates by means of a homing device activated by a small transmitter carried in a pocket or clipped onto a belt. The transmitter sends a signal to a receiver inside *Maynard*. Two analog computers calculate the speed, distance and direction of the golfer and automatically translate these signals into power pulses for the pair of 24-volt electric motors.

Motor Appliance Corp. introduces a completely electronic system for sensing and charging golf car batteries. In the charger there are no timers to turn on and set, all that is necessary is to connect the DC plug to the golf car. The electronic charger *Model 1555E* monitors the battery condition and automatically charges only the amount required to fully recharge a set of batteries. The charger is overload protected and short circuit protected.

Pargo, Inc., offers improvements to benefit both golfers and course opera-

tors in its new line of 1972 golf cars. Major improvements include integral side rub rail and foot rest to protect the car body and dash assembly from damage, modernized styling, recessed front wheels, new drink holders and an improved bag mounting system. The electric golf cars include a four-wheel and three-wheel model with a steering wheel, and a three-wheel model with tiller.

Shatai-Kogyo Company, Ltd., features electric golf carts.

Sit N' Rest Golf, Inc., features the *Cart-Boy* combination golf cart and golf bag, and conventional golf carts. They also feature scorepacks, rain covers, travel covers and other golf accessories.

Tau-Meson, Inc., introduces a new collapsible one and two seat golf car which can be carried in the trunk of a car. The *Playmaster Model 500 E* (electric) and *500 G* (gas) retail for under \$700. The top line of *Playmaster* golf cars, designed for fleet use by country clubs and municipal courses, retails for approximately \$1,375. The cars offer tip-proof rider safety, fiberglass body, two reverse speeds and caliber disc brakes.

Westcoaster, a subsidiary of Otis Elevator Company, introduces the *S-71* golf car. The car features four wheels, stability automotive steering, quiet, smooth hypoid drive axle, individually adjustable heavy-duty vi-



nyl seats, low profile and a rugged fiberglass body. Also introduced this year is the model *970-A4*, four-wheel turf vehicle. The vehicle contains options such as hydraulic dump box, auxiliary transmission with power take-off and fiberglass cab.

Westinghouse Electric Corp. introduces a new *VIP* golf car for 1972. The custom built car, designed for VIPs and celebrities, includes AM/



FM stereo, radio and tape deck, black and white TV and a built-in bar. Westinghouse also has the three-wheel *Model 437* and four-wheel *Model 436-E* golf cars. The all-steel constructed electric golf cars feature a 4 1/2 hp traction-rated Westinghouse electric motor.

Golf equipment

Acushnet Sales Company enters the golf club field with its new *Titleist* irons. The irons feature a new design concept which redistributes clubhead weight to provide greater distance and accuracy when hitting away from the sweet spot, according to the company. Tungsten alloy



weights are inserted at the clubhead's extremities. The new clubs are manufactured by a technique called investment casting and have a separate lightweight steel shaft custom designed for each iron. Also new are the *Flexiglide* and *Monarch* golf carts manufactured in Great Britain. Acushnet will also be displaying the *Titleist* golf ball, Acushnet bags and accessories. See **Pringle of Scotland**, distributed by Acushnet, under a separate listing.

Ajay, Fernquest & Johnson Div., features the *Ajay Double Eagle* golf clubs for pro shops. Featured is the *SS-4* lightweight steel clubs with a blade with a semisquare toe. Also available is the *XSP*. The woods have a metal backweight and the irons have a square toe and a smooth back. Also Ajay carts, bags and accessories.

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