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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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**All Star Pro Golf Company** features the *Invitational* pro-only woods and irons. Also offered are the *All Star R/R Plus 1* and the *Fore Star* clubs. All Star's line also includes putters, utility woods, bags, balls, assorted golfwear, socks, caps and umbrellas.

### \*American Precision Golf Company

**Around-The-Green Enterprises** features putters, chippers and accessories for 1972. The line includes blade and flange putters. The blade model features a brass head with black line top. The flange is marketed with either a gray or non-gloss white top. Suggested retail price is \$16.95. The chipper has flat putter grip, putter length and brass head. Suggested retail price is \$17.50. Accessories available include golf towels and putter/chipper covers in a variety of colors.

**Atlantic Products Corp.** introduces the new *Professional* nine-inch round golf bag with a two zipper front ball pocket, new back boot pocket design and side accessory pockets. The bag is available in three expanded vinyl colors. Suggested retail price is \$30. Atlantic also features an 8 1/2-inch deluxe canvas Sunday bag which retails for \$14.

**Axaline, Inc.**, introduces a new line of high-fashion putters. The *Daisy* (mallet) and *Flair* (blade) feature a shaft of anodized aluminum the same color as the grip and the putter head. Also new this year is the *Black Widow* putter. Axaline also features fashion-matched knit shirts and sweaters.

**Burton Mfg. Company, Inc.**, features genuine *Steerhide* bags and accessories in its 1972 luxury line. The bags have molded leather bottoms with metal studs, drag plate and drain grommets, large color-coordinated Delrin zippers and the look of African crafting.

**Butchart-Nicholls, Inc.**, makes a full effort into the pro-only golf

\*Information unavailable at press time

market with the introduction of the *X-1* woods and irons for 1972. They are manufactured by John Letters of Scotland. The *X-1* features woods and irons with lightweight steel shafts; the irons have stainless steel heads. Two American-made golf sets for 1972 by Butchart-Nicholls are the *Professional* line which lists for under \$200 and the *Custom Built* line which lists for under \$125. Both sets are available in men's and ladies' models. John Letters putters and three new B-N putters are also available. A new line of bags, retailing from \$12 to \$80, and the *SC90* golf ball, retailing for \$16 a dozen, are also available.

**Jack Carnahan, Inc.**, represents **Toney Penna** golf clubs.

**Chico's Tomahawk, Inc.**, offers the *Rake* sandwedge, custom-made putters and pitching wedges and a hand-made line of putter covers.

**Otey Crisman Putter Company** features hand crafted putters in hickory, steel, aluminum or bamboo shafts. They are made in any lie, loft, length or weight. Two-tone leather grips are standard but grips may be made round, flat top, paddle, piston or any shape ordered. Otey Crisman also manufactures putter stands.

**Curley-Head Golf Company**, see **Reifers Golf, Inc.**

**Dunlop Tire and Rubber Company** introduces *Maxpower* golf clubs, which feature a new tapered shaft. The diameter of the shaft has been reduced by a series of "step downs" in the shaft tubing which give it greater strength. The design



concept of the *Widowmaker Maxfli* woods feature a soleplate which completely covers the bottom of the club-

head spreading the weight evenly across the bottom of the club. The irons feature an offset, coordinated loft and lie Scotch blade. Dunlop also offers golf bags, bag covers and accessories along with its *Maxfli* golf ball.

**Easajo Golf Company** features the *Model 2* precision forged brass head mallet putter retailing for approximately \$17.95, the *Model 3* stainless steel blade putter retailing for \$21 and the *Model 5* retailing for \$18.

**The Fast Eddie Putter Company, Inc.**, features hand-made putters with six new models featuring mallet, blade and blade with flange. The putters come with either an offset or straight shaft.

**Faultless Golf Products** features its *Professional* model woods and irons for 1972. The woods are constructed of laminated maple and designed to provide more weight behind the ball. The chrome-finished irons are forged in a classic high-toe style. They have a flare back pad and weight redistribution across the clubface. Special



emphasis is being placed on the *Professional + computer blend* golf ball. Over 15 million possible combinations of ingredients were analyzed by a computer before the proper formula was developed, according to the company. Faultless also features durable range balls.

**Field Golf Company** features the *Bristol* woods and irons. Also for 1972, Field features the *Eagle Plus* and *Birdie* golf balls and the *Ray Cook* and *Fore Score* lines of putters and accessories.

**First Flight Golf Company** features *FTD* offset woods and irons with virtually no hosel. The no-hosel iron is joined to the Hex-Flex shaft, taking the weight out of the hosel and putting it behind the clubhead.

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The off-set wood has a face set in back of the shaft making it easier to line the ball up with the hole and reducing the tendency to fade or slice, according to the company. They will also feature *Hot-Z* golf bags.

**Golf Lynx** introduces the *Lynx* woods and irons. The irons have a longer iron blade with large sole and is five degrees offset. The woods, like the irons, have the weight redistributed between the hosel and the toe.

*\*Information unavailable at press time*

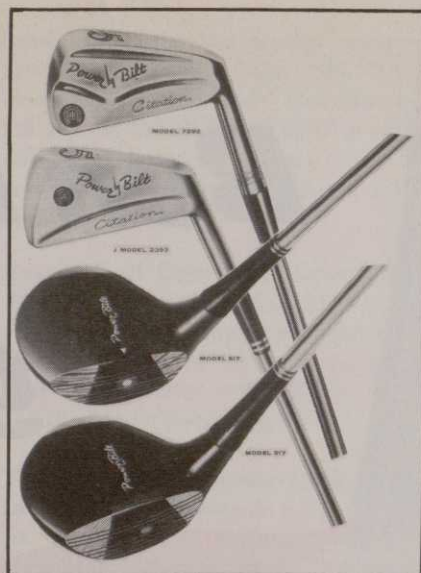
**Golf Pride** by Eaton Corp., Molded Products Div. features a line of golf grips.

#### \*Golf Tech, Inc.

**Walter Hagen Golf Equipment Company** introduces the *Ultradyne* woods and irons for 1972. The prestige line of clubs features woods with a moisture seal treatment, contour sole, one-piece sole plate and individually matched shafts. The irons feature contour sole with three-way roll, beveled leading edge, pear-shaped heel and Fluid-Feel shock eliminator. *Haig Ultra* woods and irons, balls and the *Lady Ultra* will also be featured in addition to Hagen golf bags and accessories.

**Tom Hill & Associates** introduces *The Masher* and the *JS 44* goose neck mallet to its line of custom fitted putters. A *Custom Putter Center* allows the display of 15 putter heads and shafts for 45 different combinations for the best fit. The *Bal-Bak Retriever* will also be featured.

**Hillerich & Bradsby Company** features new uni-weight pro-power shafts in their *Power-Bilt* woods and irons. The *Citation Model 517* wood



features a perma-seal laminated wood head, propellac face insert and a power-weighted back. The *Model 317* wood has a solid persimmon head. The *Model 7292* irons have a lev-elume-plated carbon steel head with a flange back, a non-scuff bevel sole and a new contour design. The *Model 2392* Scotch Blade has a plain back.

**Ben Hogan Company** introduces the *Apex* irons for 1972. They feature a new jewel-like appearance

## Ten good reasons you should

# Recommend Golden Ram!



- ① It has the liveliest center of any golf ball made. Outre-bounds liquid centers by as much as 50%.
- ② The Golden Ram has maximum high-tension windings.
- ③ It features a Du Pont Surlyn "A" cover that simply will not cut.
- ④ Its windings adhere to the cover so the Golden Ram can never lose compression ...
- ⑤ Or go out of round.

⑥ Thanks to its unique cover material, the Golden Ram plays well in extreme hot or cold weather.

⑦ It has a sparkling white finish that will remain white and new looking for the life of the ball.

⑧ Its outstanding construction provides a crisp "click" and distance equal to, or better than any ball made.

⑨ The Golden Ram must pass more tests (Air-cannon, initial velocity, compression, rebound, extreme temperature, etc.) than any other ball.

⑩ The Golden Ram is field tested and played in tournaments by many of the leading touring and home Professionals.



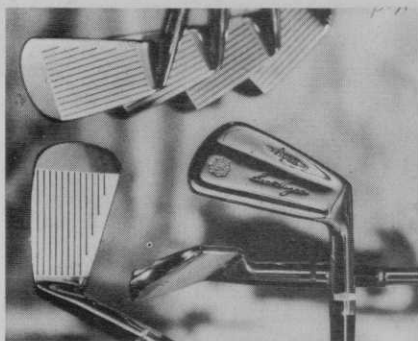
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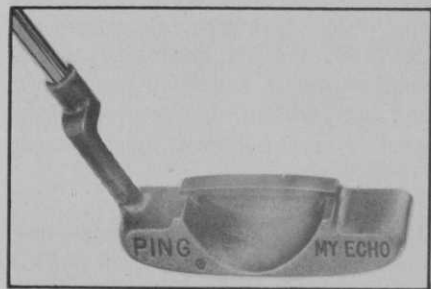
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For more information circle number 219 on card



with straighter leading edge for faster aiming and rounded sole pad for controlled bounce action. The woods feature the Hogan Speed Slot with curved sole and an extended shaft length for the driver to 43½ inches. Ladies' woods *Model 4050* color coat has been changed from black to midnight blue. Hogan also introduces a new *Apex* series of golf balls with a newly developed high compaction winding thread. Also new for 1972 are a men's special pitching wedge, two new putters, five new golf bags and a Velcro glove with a self-adjusting tab.

**Karsten Mfg. Corp.** features the *Ping* irons, woods and putters. The putters have a balanced heel to toe weight distribution. Introduced this year is the *My Echo* putter.



#### \*Ladie Pro Golf Company

**Lamkin Leather Company** offers a complete line of leather and rubber golf grips.

**MacGregor** features the *VIP* clubs for 1972. The woods are solid persimmon with the exclusive Tee-Sole. The irons have a conventional or Split/Level sole. Also introduced are the *MT* woods and irons with compact size head models available this year. A new line being introduced this year are the *DX* model clubs, modestly priced in men's, ladies' and youth models. Also available are golf bags, putters and the *Tourney* golf ball.

\*Information unavailable at press time

**Matzie Golf Company**, represented by Golf Mart, features a total line of 50 *Velvet Touch* putters in a variety of grips, shafts and colors for 1972. The new addition this year is the *Scratch* putter which is end weighted, fully squared and features a large sweet spot. Matzie putters retail from \$14.95 to \$20.

#### \*Hugh McLaughlin & Sons

#### \*Merritt Assn., Inc.

**Northwestern Golf Company** is introducing a specially-designed *Thunderbird* model for pro shops only in its 1972 line. The *Thunderbird* features a lost wax process stainless steel iron head, laminated woods with a screwless face insert. Other pro-only models from Northwestern include the *Rosasco Bros.*, *Superba* and *Ultimate*.

**Arnold Palmer Golf Company** introduces the *Arnold Palmer FTD* woods and irons, and the *Palmer-Tru-matic* and the *Lady Palmer* woods and irons. Also available are *Hot-Z* bags and *Duckster* golfwear.

**Pedersen Div., O.F. Mossberg & Sons, Inc.**, introduces the *Seventeen-Four* woods and irons. The woods feature kiln-dried persimmon with a mahogany finish, and the irons feature heads of precision cast stainless steel. Pedersen also features the *Staff Pro-Ette* and custom-made woods 1 through 15. Also available are the *St. Andrews* golf bag, the *Excel* ball and a complete line of gloves, shoes and accessories.

**Penfold Golf Balls, Inc.**, represented by Burton Mfg. Company, feature the *Penfold Ace* golf ball in both the standard American size (1.68-inch diameter) or the British size (1.62-inch diameter). Both balls retail for \$14.75 a dozen.

**Toney Penna**, a division of ATO, features the *TP* woods and irons.

**PGA-Victor**, a div. of Victor Compotometer Corp., introduces the *Par Excellence* golf clubs. They are constructed according to static weight (over-all weight versus swing weight). The *Par Excellence* clubs have greater loft to get the ball up, increased club length to make the ball go farther and to compensate for the loft, and because of the greater length, the



club's lie has been flattened. The *Scrambler* seven wood is standard with each set of woods and a *Chip Iron* and *Chipper* are optional irons. Also featured are *Ryder Cup Fashions* by PGA. The lineup of apparel includes 67 different knit slacks and over 40 different shirts. The PGA-Victor golf bag line will feature the wetlook expanded vinyls. A new red, white and blue product packaging for all PGA-Victor products will also be introduced.

**Princeton Chemical Research (PCR) Golf Ball Company** introduces a newly-constructed one-piece golf ball, the *PCR Professional*, sold in pro shops only. Suggested retail price is \$15 a dozen.

#### \*Progressive Dynamics

**Pro-line Golf Corp.**'s first year of full-line golf equipment and accessories features *Perfecta* and *Exacta* woods and the *Playable* irons. The *Perfecta* woods feature an energy plate of tempered aluminum built into the club's sweet spot. *Exacta* woods feature a small sole to reduce dragging. The *Playable* irons feature 100 per cent chrome plating that won't peel. Pro-line also introduces a no-cut, power-wound golf ball with a high energy center, which retails for \$1.25 each.

**Rainbow Sales Company** introduces the *Skyway* golf ball manufactured by Bridgestone Tire Company, Ltd., Japan. The ball is coated with a new, thick polyurethane cover for extra durability and will be sold in pro shops only. The ball has a liquid center and comes in 80, 90 and 100 compression. The USGA-ap-  
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proved balls sell for \$15 a dozen. Rainbow will also feature golfwear, headwear and golf accessories.

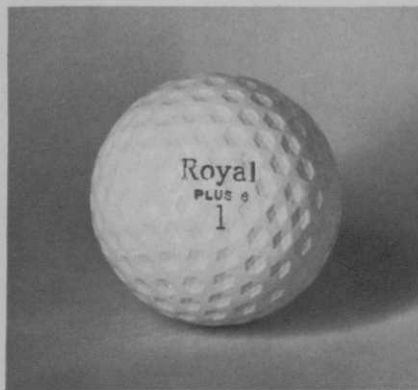
**Ram Golf Corp.** features the *Golden Ram* woods, irons and ball for 1972. The irons feature a design which redistributes weight as far away from the center of gravity as possible to eliminate club head twist on shots



hit off center or away from the sweet spot. The woods have ebony-finished laminated heads with extra hard epoxy face inserts and a brass power weights on back of the heads. The Ram ball features a high rebound polybutadyne center and a Surlyn cover.

**Reifers Golf, Inc.**, introduces the *Director* putter which allows the golfer to change the alignment on his putter to compensate for sighting errors.

**Royal Golf Equipment Company** introduces the *Royal Plus Six* golf



ball with hexagonal dimples. According to the company, the ball will go more than six yards farther than any other ball because of its new construction. Royal also features moisture-proof woods, wide contour sole and beveled leading edge irons and the *Royal Queen Clubs* for ladies. Royal also features golfwear, putters and accessories, golf shoes, gloves and bags.

**Shakespeare/Plymouth Pro Div.**, introduces the *Mach II* woods and irons with a new Tor-Fil shaft. The shaft features a new method of constructing glass fibers. Also available are the *XLD* steel shaft woods and irons and the new *XL Debs*, a line of clubs for women golfers. The *Stylist* golf ball, featuring high-tension winding, will be introduced to complement the *Shakespeare XLD* golf ball in 80, 90 and 100 compression.

**Spalding Div. of Questor**, introduces the cut-resistant *Top-Flite* golf ball with two-piece construction. It will complement the *Dot*. Both balls retail for \$15 a dozen. Spalding also features the *Pro-Flite* ball which retails for \$9 a dozen. Spalding woods and irons feature the *Elite*, *Executive*, *Top-Flite* and *MV2* models. In addition to putters and utility clubs, Spalding features an *Imperialite* line of golf bags and *Elite* men's and women's golf gloves. Spalding will also exhibit the *Bernhard Altmann* line of men's apparel.

**Uniroyal**, see **Royal Golf Equipment Company**

**Wilson Sporting Goods Company** features the *X-31* woods and irons, *Staff* woods and *Dynapower* irons and the *Boros Professional* woods and irons for 1972. *X-31* woods feature Strata-Bloc head design and double neck binding. The *X-31* irons feature an oval sole and beveled leading edge. *Staff* woods feature a wide, screwless face insert permanently cemented under pressure and heated to the wood head, and the *Dynapower* irons have an accented flare on the back of the blade for better weight redistribution. The *Boros Professional* woods and irons retail for approximately \$140 a set and are sold exclusively through pro shops. *Wilson Staff* balls, bags and accessories are also featured.

## Golfwear

**Ajac Corp.**, represented by E.J. Manley, features golf gloves, putters and accessories.

**All Star Industries** offers the leather *All Star* golf glove for 1972.

**Aris Isotoner Gloves**, represented by George Cook, Ltd., offers golf gloves with a patented fabric that relieves hand tension. Leather strip placement gives non-slip control. The fabric is immune to perspiration and will not dry out. Available in a variety of color combinations for men and women.

**Stanley Blacker**, represented by Ernie Sabayrac, features the *Prince* model doubleknit blue blazer with red stitching. The coat retails for approximately \$80. Also featured are doubleknit twill suits, popcorn knit sportcoats, worsted wool flannel, bones, checks and hopsack suits and sportcoats.

**Braemer Knitwear, Ltd.**, distributed by Ernie Sabayrac, features the *Tournament*, a merino wool sports shirt retailing at approximately \$18.50; *Elgin V-Neck Pullover*, double-ply cashmere, suggested retail \$40; *Golfer*, double-ply cashmere cardigan, suggested retail \$50, and the *Barnton*, double-ply, lambswool V-neck pullover, suggested retail \$18.

**Tom Brown and Associates** features the *Tee Bee* doubleknit slacks, golf jackets, shirts and socks for men, and slacks, blouses, jackets and peds for women. They are also the representative for *Kent* gloves.

**Buccanner Mfg. Company** features 17 different styles of men's and ladies' outerwear and windbreakers. New this year are a ladies line of warm-up jackets and suits in pastels.

**Jack Carnahan, Inc.**, represents **The Hadley Corp., Johnston & Murphy** and **Jaymar-Ruby**.

**Champion Glove Mfg. Company** features men and ladies' leather golf gloves in full and half finger. Also available are golf accessories, caps, socks and peds.

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