

Lily Pulitzer offers a complete line of golfwear for men and women. For the men, polyester V-neck pullover and combed cotton shirts will be featured along with doubleknit slacks and blazers and Qiana nylon ties. The women's line features Kodel and cotton skirts, slacks and blouses and doubleknit culottes and skirts.

Puritan Sportswear features a complete line of men's sweaters, shirts and slacks. The sweaters feature lambswool, mohair and orlon; the knit shirts are Dacron, cotton and Banlon. Also available is the *Gary Player* line of golfwear including shirts, slacks and jackets, and the *Rod Laver* line of tennis wear.

Quantum Sportswear introduces its new spring/summer line of golfwear. All Quantum golfwear is machine washable and features plaid seersuckers, lightweight spring denims, colorful gingham and engineered culotte and shirt two-piece sets. They also have a complete line of tennis dresses.

Billie Ross of the Palm Beaches features a complete line of golf bags, hats and accessories. The hand bags are hand decorated.

Ernie Sabayrac, Inc., represents **Brockton Footwear, Inc.**, **Stanley Blacker, Inc.**, **Flip-It, Izod, Haymaker, LaCoste, Parker of Vienna, Varela Slacks, Inc.**, and **Coberknit Corp.** Sabayrac's own **Golf, Inc.**, features modular units and pro shop supplies and accessories.

Saddleman's, Inc., features the *Sahara* line of men's doubleknit and warp knit slacks, sport coats and sports suits. Sahara will feature the *Saddlecut*, a stretchable knit denim slack.

***Sana Fashions, Ltd.**

Mort Silver Associates introduces the *Silver Fox Sportsman* line of men's golf shirts. The shirts are made of Arnel and are wash and wear. They have raglan sleeves to provide freedom of movement and a two-piece banded collar. Suggested retail price is between \$12 and \$14. Men's and ladies' sweaters are also available.

David Smith, Inc., offers a complete line of women's active sportswear. Golf and tennis wear will be featured

with pants, skirts, culottes, shorts with co-ordinated tops. Also featured are play dresses, jackets, wrap skirts and knit shirts.

E.J. Smith & Sons Company offers sportswear by **Munsingwear** and **Mr. Links**. They also feature men's and ladies' hats and emblems by **Califram** and golf rubbers, socks and shoe keepers by **Rochester Shoe Tree Company, Inc.** They also feature a complete line of pro shop accessories.

Softouch Company, makers of *Golf-sock* and *Golfped*, has a wide variety of socks and peds for men and ladies and also a selection of knee and support socks.

***H.J. Sport Accessories**

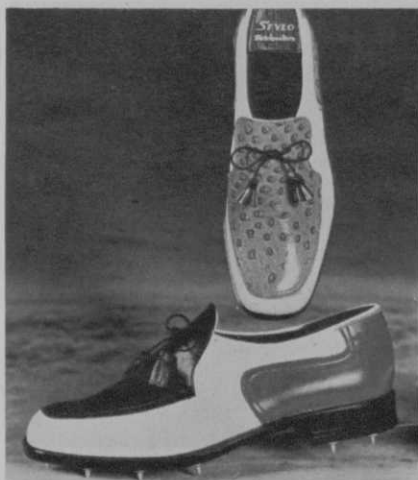
Star-Grip Glove Company offers golf gloves with a Velcro band across the back of the hand in a variety of colors and styles.

Ster'l Dri Corp. (formerly Harlemark International, Inc.), features men's golf socks, ladies' peds and a complete line of cold-weather socks and support hosiery.

Leonardo Strassi, Ltd., features men's knit dress, sport and golf shirts and knit slacks.

Stylist Company introduces a ladies' golf shoe with cushioned insoles and changeable kilties to color-coordinate with any outfit. It comes in white grained blucher style. The *Stylist 300* for men comes with monk strap style or wing tip blucher style. Also teaching and street shoes.

Stylo Matchmakers International, Inc., introduces the *Rembrandt* line of



men's and women's golf shoes. The men's shoes are fitted with permanent tungsten carbide spikes. The ladies' line features removable spikes. In addition, Stylo also features the ladies' waterproof shoes, *PP20*, and the *MJ400*, men's brown grain leather shoe. Suggested retail prices of Stylo shoes range from \$16.95 to \$36.95.

Donald M. Temple, Inc., represents **Leon Levin Sons** and **Paxton Sportswear**.

Texace Corp. features men's golf caps of two-ply polyester/cotton poplin with Scotchgard finish. They also have a complete line of women's golf headwear.

Thomson Trousers, represented by George Cook, Ltd., features a complete line of doubleknit slacks in conventional dak top, western pocket tapered models, belt loops flares, dak flares, belt loop straight legs and belt loop tapers. Slacks retail from \$16 to \$32; shorts from \$14 to \$20.

Town Talk Mfg. Company features a wide variety of headgear for men and women in a choice of colors. The caps are made of single-ply knit and retail for approximately \$3.50. Town Talk also features personalized emblems and will design a club's emblem.

Varela Slacks, Inc., represented by Ernie Sabayrac, features wool doubleknit sport coats and slacks. In addition, slacks in wool or wool/polyester are offered.

The Voyager features ladies' golfwear with doubleknit culottes, slacks and dresses. They also have golfwear made from polyester/silk and polyester/linen.

***Whimsicals**

Golfing accessories

Allsop Automatic, Inc., offers the *Shoe-In Valet* and *Shoe-In Traveler* which flatten the sole, straighten the uppers, allow proper drying and prevent mildew, rotting and cracking, according to the company.

Brandell Products Corp. features *19th Hole* golf products including
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electric putting cups, club cleaning kits, ball marking kits and training devices.

Carnoustie Products, Inc., features putters, golf gloves, headcovers, men's socks and shirts, towels and umbrellas.

Creative Awards by Lane features a line of golfing prizes and awards.

***Dorson Sports, Inc.**

Eastern Golf Company introduces 14-karat gold golf ball marker pins (for women) and money clasps (for men) for 1972. Also new is a miniature telescope for measuring yardage to the flag. A new *Carryall* nylon bag which when empty can be folded and placed in a vest pocket, and a rubber grip cleaner and revitalizer will also be introduced.

Gold Crest, Ltd., features a line of handmade gold and silver crested jewelry, crested blazers, glassware, sweaters and caps. A new line of golf products featuring the comic strip character *Snoopy* is also available.

Golf Masters features custom designed golf motif jewelry, men's English cravats with crest and handcut Swedish crystal pieces.

***Hand Industries**

***Jerrado Del Roma**

***Old Golf Shop**

***Frank Osheowitz—Golfurs**

***David L. Pransky & Sons**

***Q's Golf Shop**

Reliable of Milwaukee introduces the *Supersock*, an oversized club cover in 17 different colors. Also available are the *Club Sox* and *Country Club Sox* knit headcovers.

Scott Mfg. Company features golf bag travel covers made of heavy 18-

ounce canvas duck that won't rip or tear. The bag is mildew and water repellent and features a 46-inch circumference, 50-inch length and a 12-inch double thick bottom. Also available are range bags made from 10-ounce canvas with a heavy nylon draw cord and *Par-Shot Markers*, sturdy canvas flags.

Sports Novelties features a complete line of personalized golfing novelties including golf greeting cards and jewelry.

***Stuart Specialties**

Dick Watson's Personalized Golf Items features personalized golf tees with wrap-around printing, ball markers and pencils.

***Zippo Mfg. Company**

Pro shop, range supplies

Datono Products Div., Dayton Stencil Works, features the *Datono Regal* plastic golf bag tags. In addition, golf course signs, custom-made pro shop signs, handicap boards and other golf shop accessories are available.

Display Creations, Inc., features its *Chromodular* pro shop merchandising equipment with one-inch square tubing in polished chrome. The modular equipment features new attachments for the creation of display cubes and various shelving arrangements.

Golfomat, Division of EMC, announces the *Billy Casper Golfomat*, an indoor golf center. *Golfomat* features a screen of famous 18-hole championship golf courses with



players hitting into a 100-square foot nylon motion-picture screen. A computer calculates the velocity and direction of the ball and advances the filmstrip to the spot on the fairway, rough or hazard where your ball would have landed. Yards driven and the number of yards remaining to the green appear on the screen with each shot. Suggested retail price of *Golfomat* is \$10,000.

Golfsonic features an ultrasonic club cleaner for the golf shop rack room. The cleaner weighs only 25 pounds and requires less space than a bucket of water. A set of irons and woods can be cleaned and polished in 30 seconds according to the company. *Golfsonic* also introduces the *Branding Iron* putter designed to enlarge the sweet spot and improve the physical aiming of the putter.

Golf Specialties, Inc., features a complete line of pro shop supplies and accessories. In addition to golfwear and golf carts, club cleaners, name tags and club tags are also featured.

Gustafson Mfg. Company offers a golf ball retriever for driving ranges with a power unit. The retrievers come in eight-foot and 16-foot widths. Also available are golf ball washers.



Hornung's Pro-Golf Sales, Inc., features a coin operated *Golf Club* cleaning machine. The item operates for five minutes on \$.25, which is enough time to clean a set of woods, irons and rubber grips. The unit is guaranteed one year and retails for approximately \$350. Hornung's also has the *Combination* unit.

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*Information unavailable at press time