

PGA

Golf clubs, bags and balls are departing from the "rut" of the past few years, and if golf professionals have done their homework on their members' buying trends and preferences, they may miss out on what may shape up to be brisk and profitable sales for 1973 and 1974.

Golf club manufacturers are taking separate stands and are divided into two camps—investment cast stainless steel head irons versus conventional forged steel irons. Last year at show time, one could count on one hand the number of manufacturers of stainless steel clubs. In 1973, however, this ratio has been reversed. Currently, only five of the top 24 manufacturers of golf clubs are sticking to forged steel clubheads. The other 19 manufacturers have added a stainless steel club to their forged steel line. Several have more than one stainless steel club. So the debate will range into 1973 and 1974 over which process, investment casting or forging, is best.

Proponents of investment casting say they can make a perfect model with only a plus or minus margin of error of two grams for each clubhead. They say forging introduces the human element causing a greater risk of imperfections. Manufacturers sticking to forged steel irons are not yet convinced that stainless steel produces the "feel" a clubhead should have. Its properties make it brittle. Also, the cost of converting from a forged steel operation is costly. New dies must be made. Because of this and the cost of stainless, the cost of stainless steel clubheads, in many cases, is much greater than forged clubheads.

The enormous success of the pioneer manufacturers, small companies such as Lynx and Karsten's Ping, has prompted the "big" manufacturers to get into the race. It remains to be seen if all can prosper in this high end, select market. Undoubtedly there will be some casualties. Whether it is the large manufacturers, which cannot get their production geared to the demand, and lose out, or the small manufacturers, which are engulfed by their large competitors, only time will tell—and the consumer.

continued

One bright note for the golf professional: The last several years have been extremely poor ones for club sales. Aluminum shafted clubs burned the professional and many consumers. But this year manufacturers are in an innovative mood, and members are likely to be in a buying mood.

Incorporated with both investment cast and forged clubheads has been the principle of weight redistribution between the heel and the toe. Weight is being shifted from the center of gravity to the extremities "enlarging" the sweet spot. Some manufacturers have added weights to the heel, or the heel and toe to increase this sweet spot. Other manufacturers have taken the weight out of the hosel, shortened the hosel, and added the weight to the clubhead.

Woods remain static. Only a few manufacturers are inserting weights in either the front or back of the club.

An interesting shift is taking place in the golf shaft market. More manufacturers are returning to the dynamic steel shaft. They indicate its strength is probably the best for the new clubheads being manufactured. A majority of manufacturers, however, still are using lightweight steel, but a trend is definitely developing back toward dynamic. Stainless steel and aluminum shafts have died a quiet death and now are on a special order basis from only a few manufacturers.

The golf ball market is equally as exciting, and unpredictable, as the golf club market will be in 1973. Only one thing is certain. Golf ball sales will undoubtedly be the greatest of all time. All indications—amount of promotion and consumer demand—point toward significantly increased sales. The balata cover versus the Surlyn

cover, and wound versus solid centers are areas where manufacturers either disagree, or have available several balls. One surprise move was made by Acushnet, long the number one manufacturer of top grade golf balls. The Titleist golf ball has been changed and now contains fewer dimples (324 as opposed to 336). The dimples are also shallower. Royal made the dimple change last year by putting in 252 hexagonal-shaped dimples. Acushnet executives said that they have never rested on their laurels of being number one and will continue to improve the Titleist as new materials or data become available. The Titleist has a balata cover. Many other manufacturers, however, are phasing out balata

and going to the Surlyn cover. The durability and good feel of a Surlyn-covered ball are cited by its advocates. Solid balls are moderately popular in pro shops. And the two-piece Spalding Top-Flite is having a great sales success. Several manufacturers are introducing additional top grade golf balls to their existing lines.

Golf bags have exploded into a myriad of colors for 1973. Patchworks, as well as new colors in women's bags should prove popular. Most manufacturers are touting expanded vinyl with leather trim. Leather bags are extremely costly, as everyone knows, so the professional should order cautiously on leather.

It should be a good year for golf professionals. Sales should increase in every category of hardgoods. But one note of caution. Remember that the normal turnover of golf clubs is every three to four years. GOLFDOM's surveys indicate that 1973 should be a buying year. People have been hearing about stainless steel clubheads for five years and have been waiting to buy. Because the investment casting process is so costly, closeouts should be non-existent next year because manufacturers will be less likely to change for the sake of change over the next few years.

On the following pages GOLFDOM has listed the merchandise that manufacturers, distributors and representatives will be exhibiting at the PGA show. The listing is not official; only the companies, not the association, have indicated to GOLFDOM that they will be at the show.

An asterisk preceding a company's entry indicates that details on its line were unavailable at press time.

PRODUCT GUIDE

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INVESTMENT CASTING - THE LOST WAX PROCESS

The Lost Wax process of investment casting is a procedure for manufacturing stainless steel heads from molten metal. The finished clubhead is an exact reproduction of the original master die. The process dates back many thousands of years, but has only recently been sophisticated; now it is used in making jet engine blades for the aircraft industry because it can hold great tolerances both by dimension and weight.

The first step is to make a master die. The master die contains all engravings, scoring lines and hosel hole built into

it. Semi-fluid wax is injected into the die. The wax pieces are exact replicas of what the finished stainless steel piece will be. It takes a minute or so for the wax to solidify and harden to the point that it can be removed from the mold. The piece of wax is then dipped in an adhesive, and ceramic sand is sprinkled over the entire area. This dipping process requires a drying time of 24 hours and is followed by a second dipping and sprinkling of sand. Seven dippings are required in all, so there is a total time of seven days from the first dipping to the

final dipping.

This results in a shell with wax inside. This shell is then heated to a point where the wax is melted out. This is the reason the process is called Lost Wax. Molten stainless steel is then poured into this empty shell. When the metal settles, the shell is taken to a cooling area where it is carefully broken away leaving only the golf head. There can be no shell wear because an individual shell for every golf head is produced and then destroyed. (Information courtesy of Northwestern Golf Company, Chicago.)

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PGA

1. HARLEY-DAVIDSON
2. CUSHMAN
3. E-Z-GO



GOLF CARS, EQUIPMENT, CARTS

Blue Dot Tops introduces a fiberglass top and vinyl plastic windshield to fit over the top frames of golf cars. According to the company, initial installation takes about 15 minutes.

Boylan Leasing, Inc. Offers leasing, sales and service agreements for *Harley-Davidson* electric and gasoline golf cars.

Citation Mfg. Company is exhibiting the electronic *Golf Caddy*.

Club Car, Inc., features the four-wheel electric *Caroche* golf car with automotive steering, aluminum I-beam; has triple-thick impact resistant fiberglass body. Offers 1,298-square inches of footroom. Accessories include hardtop canopy, windshield, hubcaps, tow bar, wrap-around bumpers, extra bag attachments, lights and horn. Also available are the *Caroche Runabout* and *Vanguard* over-the-road electric vehicles capable of sustaining speeds of 24 to 26 miles per hour for a distance of 53 miles on a single battery charge.

Cushman Motors, Div. of Outboard Marine Corp. Eight models make up line for 1973. The four-wheel *Town & Fairway* comes with 36-volt electric or 10hp gasoline power. Can carry two bags, two passengers. *Gran Cushman 400*, a four-wheel car, in electric or gasoline model. Storage compartment, replaceable rubber floor mat inserts, garment storage, steering wheel-mounted score card holder are standard. *Gran Cushman 300*, three-wheel car, in electric or gasoline model. Equipment same as 400. *Trophy 400* (four-wheel) and *Trophy*

300 (three-wheel) electric cars.

ESB Brands, Inc. Features the *Willard* and *Exide EV-88* and *EV-106 Electric Vehicle* batteries. Newly designed plaque for the EV-88 models and all-white cover for EV-106s for easy identification. Offset terminals, new this year, are combination of SAE post and threaded stud; post top is flat for better electrical connection; stud has full hex head imbedded in terminal body to prevent pulling out or twisting loose when nut is tightened.

E-Z-Go Car Company, Div. of Textron Inc. Features three-wheel (*X-440*) and four-wheel (*X-444*) electric and three-wheel (*GX-440*) and four-wheel (*GX-444*) gasoline golf cars. Three-wheel models have beefed-up front fork and dual hydraulic shocks. Four-wheel models have low center of gravity, higher ground clearance and shorter turning radius. Electric cars feature a 36-volt D.C. engine with a motor shaft directly connected to differential pinion shaft. Gas cars feature two-cycle, single cylinder air-cooled engine.

General Battery Corp. will introduce the polypropylene *E.V.* battery designed for performance demands of electric vehicles.

Gould Inc., features the *Matched Set*—reactance limited battery chargers and power breed golf car batteries for a complete battery system. Off-board model battery chargers are designed for use with all electric vehicles with 36-volt power systems requiring a separate charging source.

Harley-Davidson Motor Company offers a four- and three-wheel electric and a four- and three-wheel

gasoline golf car for 1973. The four-wheel cars feature individual front wheel suspension, coil shocks, long life vinyl floor mat, beverage holder and a Master Drive electrical circuitry system. Gasoline cars feature Dyna Start instant ignition system, which starts and stops the engine as the accelerator is depressed or released. All cars have an all-steel frame and fiberglass body and can be ordered with either a tiller bar or steering wheel.

Flagmaster, Inc., introduces the *Flagmaster 1000* four-wheel electric golf car. All fiberglass styling with stainless steel trim. Fore and aft adjustable driver's seat, rust-proof scorecard holder, rubber spike resistant floor matting and automatic forward and reverse indicator lights. Options include fiberglass surrey top, cigarette lighter, radio, beverage holder.

Jarman Company, subsidiary of Browning. Features *Bag Boy* golf carts of rugged tubular aluminum with heavy-duty die cast aluminum wheels. Pre-lubricated steel ball bearings, rubber tires, parallel spring suspension, compact fold down system and optional seat. *Clubster* combination bag and golf cart. *Play Day* golf cart. Introducing new *Bag Boy* rental golf cart for pro shops, has vinyl covered brackets, 12-inch balloon tires, all steel, chrome-plated, guaranteed two years.

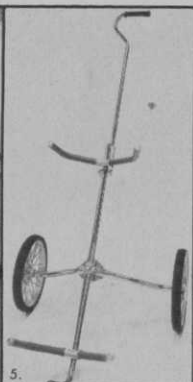
Maynard Sales International, Inc., features the *Maynard Electronic Caddy*, which operates through a homing device activated by a small transmitter carried in a pocket or clipped onto a belt. The transmitter sends a signal to a receiver inside of Maynard. Two

continued

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continued

4. CLUB CAR
5. JARMAN COMPANY
6. PARGO
7. WESTINGHOUSE
8. MAYNARD SALES
9. DUNLOP
10. FIRST FLIGHT
11. FAULTLESS
12. WALTER HAGEN



analog computers calculate the speed, distance and direction of the golfer and automatically translate these signals into power pulses for the pair of electric motors.

Motor Appliance Corp. Complete line of battery chargers for golf cars and personnel carriers. Twelve- to 36-volt chargers with recessed timer, pilot light to show operating condition, 12-hour timer, non-aging silicon rectifiers, heavy-duty Ferro-Resonant Transformer and exclusive Thermo overload protector for maximum protection. The *Series E* battery/chargers cannot be damaged due to short circuit condition or accidental reverse polarity.

Pargo, Inc., features new improvements in its 1973 golf car line. Electric golf cars with adjustable seat back, increased protection including side rub rails all around the fiberglass segments of the car. Increased leg room and storage space for pocketbooks and sweaters. Car has been designed to give deluxe ride by the use of rear coil springs. Electrical changes have been made for ease of maintenance.

Shatai Kogyo Company, Ltd., features the *Skket* electric golf car manufactured in Japan. The lightweight car has a steel frame and fiberglass body.

Sit-N-Rest Golf, Inc., features the *Cart-Boy* combination golf cart/golf bag.

Playmaster Corp. introduces the *Playmaster* golf car, which features a fiberglass body, two reverse speeds, caliber disk brakes and carries four golf bags.

Westinghouse Electric Corp. intro-

duces the *Model 437* (three-wheel) and *Model 436E* four-wheel electric golf cars. Cars are powered by a 4½ hp traction-rated motor and feature adjustable seats, all-steel construction, bolt-on panels, over-size tires and full springs for front and rear suspension.

Westcoaster, Div. of Otis Elevator Company, features the *S71*, four-wheel electric golf car. Also 970-A-4 gas turf vehicle.

GOLF EQUIPMENT

Acushnet Sales Company. *Titleist* golf clubs have stainless steel irons with the weight redistributed between hosel and toe. Also *Finalist* and *Titlette* (ladies') clubs. Introduces new *Titleist* golf ball with 324 shallow dimples, 12 less than previous ball. Also *Finalist* and *Club Special* golf balls. Golf bags come in leather, buckskin and reinforced vinyl, with matching headcovers and carryalls.

All Star Pro Golf Company, Inc., *All Star Invitational* irons with either stainless steel or conventional steel heads. *Super All Star 300* pro-only golf ball.

American Precision Golf Corp., will show golf clubs.

Ames-Avon Industries. Avon molded rubber golf grips, including *Cobra* with a very coarse simulated tire-tread pattern; *Falcon*, "hour-glass" effect for interlocking grip.

Around-The-Green Enterprises features blade and flange type putters and the chipper model with a brass head and black line top. Accessories: golf towels, putter/chipper

covers, the *Bal-Bak* retriever and the *Pacifica* electric pull cart.

Atlantic Products Corp. Golf bags, with 15 new model designs for 1973. *Lancer* front ball pocket; *Indexer* nine-inch molded bottom, which allows grip separation in a conventional bag; three new *Pro Harness* assemblies; women's vanity pocket design; new full gusset headcovers and new golf bag travel covers.

Burton Mfg. Company features *Steerhide*, *Leather Tex*, *Sports Vinyl* and *Sunday* golf bags. Bags have steel ring reinforcement, padded slings, hidden umbrella well, large pockets and Delrin zippers. Burton also features the *Stowaway Carry-all* which matches golf bag colors. Also available are bag covers and headcovers. Burton also distributes *Penfold* golf gloves; *Penfold* golf balls in American and British sizes; *Morton Knight* men's cool weather jackets and all-weather golf apparel.

Butchart-Nicholls, Inc., introduces *SCX* golf clubs with investment cast stainless steel iron heads with power toe and sole extremity weighting. Clubs are not swing weighted, but feature B-N's ration balance controlled total weight with stroke control design. Woods have brass weights in toe; *Model X-1* clubs feature semi-flanged sole; *Professional* woods and irons in men's and women's models.

Chico's Tomahawk, Inc., makes custom made putters, pitching wedges and handmade putter covers as well as the *Rake* sandwedge.

Otey Crisman Putter Company. Handcrafted putters feature hickory, steel, aluminum or bamboo shafts.

George Diehr Golf Repair features

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handmade woods and putters.

Double Eagle Div. of Ajay Enterprises Corp., formerly Fernquest & Johnson. *SSV* golf clubs—investment cast stainless steel irons with balanced square toe design, special alloy insert; woods have special adjustment screw. *XSP* golf clubs—irons have semi-square toe, nickel chrome finish; hard rock maple woods. *San Franciscan* golf clubs and *Marilyn Miller* women's clubs. *Tru Sphere*, *Double Eagle*, *Professional* and *Pro Master* golf balls. Also range balls. *Ajay* golf gloves with Velcro fastener. Golf carts and golf cart/bag combinations. *Kaddie Kart* steel or aluminum rental golf carts.

Dunlop Tire and Rubber Corp. features *Maxpower* clubs with stainless steel iron heads with increased loft of one degree. Clubs feature new shaft, which is said to eliminate torque and recover faster in the kick zone. Concentrated step-down shaft. *Maxfli* irons slightly offset, clean Scotch blade; woods feature four-way roll, full sole plate. *Bob Charles* steel forged clubs for left-handers. *Gundy ladies'* clubs with irons that are precision weighted and balanced. *Susie Maxwell* clubs with weight-balanced irons. Introduces the *Blue Max* wound golf ball with a Surlyn cover; also *Maxfli* and *Pro-ette* golf balls. New airliner golf bag cover with rally stripe. Cowhide and expanded vinyl golf bags. *Dunlop All-Weather* men's golf shoe in eight colors made of poromeric vinyl with leather lining.

Easajo Golf Company features handmade putters.

Eaton Corp. Molded Products Div. Rubber and combination rubber/

cord golf grips. Features *Golf Pride* grips in 21 styles.

The Fast Eddie Putter Company, Inc., features handmade putters in 10 models.

Faultless Sports introduces *Omega* golf clubs, featuring investment cast stainless steel irons with weight distributed across the back pad of an extra length blade, putting more mass behind the sweet spot. Three different driver heads available in a variety of colors in jumbo, regular or shallow. *F-IV* irons have satin chrome Scotch blade design with barrel hosel. Woods have three-dimensional fleck finish. *Lady Omega* irons have smaller blade, but more weight distribution between hosel and toe. New wood head finish and styling. Introduces *Omega* three-piece golf ball with solid center and Surlyn cover; *Professional Plus* computer blend golf ball and solid range balls.

Field Golf Company introduces *Registered Professional* model clubs with square toe irons with wide flange at bottom. *Victura* forged irons retailing for under \$200. *Lady Bristol* golf clubs with square toe, wide flange at bottom for the irons.

First Flight Golf Company, Div. of Professional Golf Company. Introduces the *FTD-OSS* offset stainless steel iron with more weight in the clubhead and less weight in the hosel. Blade is slightly offset with square toe; woods are also offset. Model *FTD* features forged steel iron heads with weight taken out of the hosel and redistributed into the head. Men's and women's *Golden Eagle* woods and irons and the *FX-101* golf clubs for left-handers. Also the *Fair Lady* clubs with chrome

irons and laminated maple woods. *First Flight*, *Greenmaster* and *Fair Lady* golf balls. Gloves, headcovers and accessories. *Greenmaster* golf shoes with steel shank and non-crack easy-flex sole. See separate listing for **Duckster Sportswear**.

Golf Tech, Inc., introduces *Excalibur Plus* stainless steel investment cast irons. Heel, toe and sole weighting, contoured and beveled sole, offset head design with reduction of hosel. Woods come in deep cherry color. *Excalibur* golf clubs are carbon steel forged irons and Cynolac coated woods.

Walter Hagen Golf Equipment Company introduces *Haig Ultra* irons with squared-up top line, narrow blade and weight redistribution; woods feature Lamilloy with specially-shaped alloy backweight, also traditional *Model 66* woods. *Ultra-dyne* woods feature triple-roll backweight; irons have stainless steel heads with wide flange soles, lower center of gravity. *Lady Ultra* woods with melody blue finish.

Hillierich & Bradsby Company. *Power-Bilt Citation* golf clubs. *Model 517* woods have brass backing and come with medium or deep face driver; *Model 7292* irons have a power weighted flange back. *Citation Model 317* woods are genuine persimmon; *Model 2392* irons have plain Scotch blade and are level-tempered. *Power-Bilt* men's and ladies' golf clubs with brass backing for the woods and non-scutt beveled sole irons. *Countess Ladies Power-Bilt* have laminated woods, non-scutt contour bevel sole.

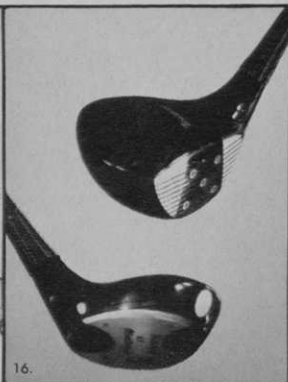
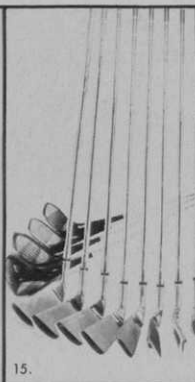
Ben Hogan Company, Div. of AMF, Inc. *Apex* forged irons with lower weight distribution along the full

continued

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continued

13. BEN HOGAN
14. LYNX
15. PEDERSEN
16. MACGREGOR



length of the blade, new alignment, face scoring with black fill to aid visibility and alignment. *Apex* woods available with Speed-Slot in low profile, deep face, personal and curved sole models with Accur-Aim insert. *Ladies' Apex* similar to men's models. Also *Ben Hogan Princess* golf clubs. Men's, cadet and ladies' golf gloves with Velcro fastener. Golf bags with expanded vinyl/leather trim and matching carryalls. Umbrellas, headcovers and accessories. *Apex* golf balls in 80, 90 or 100 compression. New *Hogan Star* golf ball with liquid center.

Karsten Mfg. Company. *Ping* golf clubs with stainless steel irons, non-glare finish. Features custom color coding system for woods and irons to help select clubs suitable to a player's natural stance and swing. Also *Ping* putters.

Lamkin Leather Company has leather and rubber grips.

Lynx Precision Golf Equipment. Features *Lynx* woods, irons and putters. Irons are cast stainless steel heads with improved weight redistribution. Laminated maple and birch woods are available as well as black Cyclocac-coated woods.

MacGregor. Introduces the *Tourney* model clubs. Forged steel irons with measured weights on the heel and toe of clubs for weight redistribution. New sole configuration helps keep clubhead weight low—turf drag is minimized—thin top line, shorter hosel. *V.I.P.* irons available with conventional or Split/Level soles; woods feature Tee-Sole to reduce drag. *MT* woods are restyled; irons have bold new *MT* identification on back pad. Available in conventional or Split/Level

soles. *DX* men's and ladies' clubs feature laminated woods; irons have clubhead weight concentrated low to help get the ball up faster. Introduces the *GTO* clubs in a 11-piece set retailing for \$100. Introduces the *DX* wound golf ball with a Surlyn cover. *Tourney* golf ball has Surlyn cover. *GTO* solid golf ball.

Matzie Golf Company, represented by **Golf Mart** and **Great Lakes Golf Ball Company**, features the *Velvet Touch* line of putters in a variety of grips, shafts and colors. The *Scratch* putter, end weighted, fully squared, features large sweet spot. New to the line are the *Geo. Low* putters with epoxy insert on putter face, leather grip, fluted steel shaft.

Merit Associates Inc., manufactures the *Sight-Line* putter.

R. Neumann & Company. Features a leather wrap-on golf grip with a new tacky substance. The grip is said to get tackier as the humidity or dampness increases.

Northwestern Golf Company introduces the *Lady Thunderbird* iron with investment cast 18-8 stainless steel heads. Also available: *Thunderbird* irons with stainless steel head and a choice of several shafts, including stainless steel; also *Rosasco Bros.*, stainless steel heads, and the *Ultimate* with chrome plated iron heads.

Arnold Palmer Golf Company, Div. of Professional Golf Company. Features *Arnold Palmer FTD* irons with redistribution of the hosel weight to the bottom of the club; woods have an aluminum insert. *Palmer Tru-matic* irons have contoured sole with built-in bounce, deep-faced driver. *Lady Palmer* clubs feature woods with forest

green finish. *Palmer* and *Charger* golf balls. *Hot-Z* golf bags. *Green-master* waterproof shoes with non-crack flexible sole. Also, gloves and accessories. See separate listing for **Duckster Sportswear**.

Pedersen, Div. of O.F. Mossberg & Sons, Inc. Introduces the *100* golf clubs, featuring investment cast stainless steel irons with weight redistributed between the head and toe in the engineering process. *Model 17-4* features stainless steel offset heads with a high polish look. *Pedersen Lady* is introduced with a shallow-faced driver and irons with the bounce built into the sole. *St. Andrews* golf bag line features new styling and colors with suede and vinyl materials. *Excel* golf ball.

Penfold Golf Balls, Inc., distributed by Burton Mfg. Company. *Penfold Ace* golf balls in standard American size (1.68 inches in diameter) and British size (1.62 inches in diameter)

Toney Penna, Div. of ATO, introduces the *Super Blade* stainless steel irons made from the Lost Wax precision casting process. The hosel is part of a head into which the shaft is inserted. This allows weight to be taken out of the hosel and redistributed in the blade. The result is a club four or five swing weight points lighter. Also *TP* clubs with stainless steel irons.

PGA-Victor. Introduces *Ryder Cup II* woods and irons. Irons feature investment cast stainless steel with heel and toe weight redistribution. Radically shortened hosel and stylish cavity back design. Woods feature sole plate of aluminum and brass with three dimensional PGA insert. *Par Excellence* irons

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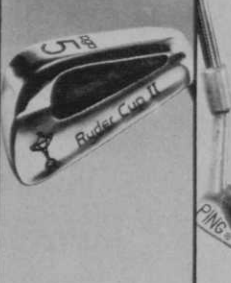
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17. WILSON
18. PGA-VICTOR
19. KARSTEN
20. DIRINI
21. JOHNSTON & MURPHY
22. HATHAWAY
23. JAYMAR-RUBY
24. FOOT-JOY
25. H.D. LEE
26. ETONIC



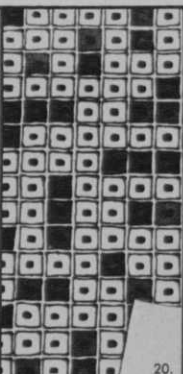
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are nickel-chrome finished with greater loft and length and eye-appealing diamond back pad. Woods available up to number seven. Also *Professional*, *Emblem* and *Classic* men's golf clubs. Introducing *Lady Par Excellence* clubs featuring greater lofted irons and small diameter shafted woods and irons. Also *Lady Contessa* and *Lady Classic*. *Champion* solid golf balls. Gloves, umbrellas and accessories. See separate listing for PGA's *Ryder Cup Fashions* golfwear.

Princeton Chemical Research (PCR) Golf Ball Company. Features the *PCR Professional* one-piece solid golf ball and a full line of solid range balls.

Progressive Dynamics introduces *Pro Dyn* golf clubs featuring off-set stainless steel irons made from investment casting. The shaft fits over the hosel. Black persimmon or laminated driver. All flexes, dynamic steel shaft.

Quality Golf Imports, Inc., represents 38 different British golf equipment manufacturers. *Ben Sayers* line of golf clubs including the *Big Ben* driver; a lightweight steel pull cart; the *Persuader* putter kit, which comes with one shaft, five hosels and two semi-mallet heads; the *Pencil* putter. See separate listing for *John Jacobs* golf shoes by Barkers of England.

Rainbow Sales—Yamamoto & Company, Inc. Features *Skyway* golf ball with thick polyurethane cover. The ball has a liquid center and is USGA-approved.

Ram Golf Corp. introduces irons made from investment cast stainless steel. Also *Golden Ram* golf clubs; irons have the weight redis-

tributed away from the center of gravity; woods have brass power weights on back of heads. *Golden Ram* golf balls come in 80, 90 or 100 compression.

Royal Golf Company introduces *Royal Plus* investment cast stainless steel irons with weight removed from the hosel and distributed from the heel to the toe of the club. Woods feature power groove design to reduce air drag and increase club-head speed. *Royal* irons have a hard chrome finish and aerodynamic styling; woods come in Conswept or Sha-lo-face design. *Royal Queen* irons constructed for the woman golfer. Woods come in choice of three colors. *Royal Plus 6* golf ball has hexagonal dimples, random configuration and Surlyn cover. Also *Royal*, *Fairway*, *Royal Queen* and *Tiger* golf balls and *Super V* and *Dura-Range* solid range balls. Also vinyl carryall bags. *Royal* golf shoes are guaranteed waterproof and come in leather (\$32), and vinyl (\$24.95) in various colors and styles. *Royal* golf clothing includes doubleknit men's and ladies' golf jackets and *Pla-Dri* jackets and pants for stormy weather. *Royal Snugger* golf gloves.

Shakespeare/Plymouth Professional Golf Div. Introduces *Mach II* woods and irons with revolutionary shafts. Clubs available with Tor-Fil Sigma all-graphite shaft, Tor-Fil Alpha combination graphite and silicone shaft or Tor-Fil silicone shaft. *XLD* golf clubs feature forged iron heads. *XLDEBS* ladies' clubs have blue cast tinted shaft to match woods and grips. Introducing the *Stylist* three-piece golf ball with high tension windings and Surlyn cover. *Plymouth 500* solid golf ball in a six dozen counter display; *Buoy* floater ball retailing for \$9.5;

Visa-Ball fluorescent high visibility orange golf ball.

Spalding Div. of Questor Corp. Introduces *Top-Flite* golf clubs with dynertial weighting system giving three-dimensional effect. Weight in heels, toe and sole of club. Irons have stainless steel heads, chrome exterior and hollow back. *Elite* clubs feature stainless steel irons with square toe, straight top line. *Executive* clubs feature weight redistribution in both woods and irons. *MV2* men's and *Sandra Haynie MV2* ladies' clubs in medium price range. Ladies' *Top-Flite* has weight redistributed between heel and toe. *Top-Flite*, *Dot* and *Pro-Flite* golf balls. Headcovers, umbrellas and accessories. See separate listing for *Bernhard Altmann* line of men's apparel.

Wilson Sporting Goods Company. Introduces *Model 1200* woods and irons featuring Fore-weighted woods that bring the center of gravity forward in line with the shaft; perimeter weighted irons with tungsten disk in toe of club for better weight redistribution. *X-31* irons feature stainless steel heads, wide sole. Woods have special brass soleweight. *Staff Dynapower* irons have adjustable weights in each iron head, fluid-feel hosel. New *Staff LD* golf ball with livelier center, more durable cover.

GOLFWEAR

All Sports Wear, Inc., will exhibit a sportswear line for men.

All Star Industries features the *All Star* golf glove.

Bernhard Altmann, represented



by **Spalding**. Men's apparel, including doubleknit slacks and sportcoats, five lines of shirts, velours, alpaca and orlon sweaters in V-neck or cardigan. Also tennis jackets, shirts and shorts.

Stanley Blacker, Inc., represented by **Ernie Sabayrac**. Features doubleknit twill suits, popcorn knit sportcoats, worsted wool flannel, bones, checks and hopsacking suits and sportcoats.

Bodin Knits makes polyester doubleknit wear, which is machine washable and dryable. Blazers, vests, slacks and blouses that are interchangeable and color coordinated. Doubleknit dresses for golf and street wear.

Brentwood Sportswear, represented by **Donald M. Temple**. Features a line of men's knit shirts.

Tom Brown and Associates offers doubleknit slacks, golf jackets, shirts and socks for men and slacks, blouses, jackets, peds for women.

Buccaneer Mfg. Company offers a complete line of men's and ladies' outerwear, including golf jackets, rainsuits and slickers. Introducing a women's action jacket with white kasha lining.

Calree Company, Inc., will show golf jackets, caps, hats and socks.

Jack Carnahan, Inc., manufacturer's representative for **Johnston & Murphy** golf and street shoes; **The Hadley Corp.** men's and ladies' golfwear, and **Esquire** slacks and sportcoats.

Carnoustie Products, Inc., features golf umbrellas in 48 and 52-

inch widths. Men's, women's slacks, gloves and socks.

Champion Glove Mfg. Company features leather golf gloves in half or full-finger. Also golf caps and hats, socks, peds, towels and tennis gloves. Items have display units.

Coberknit, represented by **Ernie Sabayrac**. Introduces a men's doubleknit polyester leisure wear golf jacket with matching nylon knit collars, cuffs and pockets; paneled front, raglan sleeve. White, light blue, navy and tan. Suggested retail: \$28. Also men's walking shorts of doubleknit polyester in stripes and solids. *Circo-Swing* golf jacket with shawl collar construction retailing for \$21. Ladies *No-Two-Alike* print jackets of water-repellent nylon retailing for \$20.

George Cook, Ltd., introduces **John Jacobs** men's golf shoes by Barkers of England. Men's sportswear lines represented by George Cook include **Thomson** slacks, shorts, coordinating shirts and tennis shorts and shirts; *J.S.I.* shirts, sweaters and socks. *Barrie* cashmere sweaters from Scotland; *Golf and Sport Headwear*; **Isotoner** golf gloves and custom tailored sport coats, slacks, suits and belts. Ladies' sportswear includes **Bodin Knits** and golfing coordinates; *Mr. Dino*; *Barrie* cashmere sweaters from Scotland; *Golf and Sport Headwear*; *Liberation*, tennis outfits; *J.S.I.* peds, pompon and flap, *Isotoner* golf gloves and handbags; *Miller* belts. Also featured are pro shop displays and display aids by *Display Unlimited*.

Corbie Mfg. Company manufactures *Arcan* golf slacks in doubleknit and warp knit, also all-cotton slacks. *Fitzroy* golf shirts and golf

slacks. Shirts match slacks.

Creation Genette, Ltd., will show a complete line of golf clothes.

Croston of Boston introduces three button Dacron and wool golf blazers. Also available are doubleknit stretch sportcoats, two-ply worsted flannel and hopsacking blazers. Models include *Pro*, a three button natural shoulder blazer with patch pockets and center vent, and *Club*, a two button semi-drape model with etched waistline and side vents.

David Crystal Company. See **LaCoste**.

Derby Cap Company features men's and ladies' caps and hats with special Derby bounce fabric. Wide variety of patterns and colors.

Dexter Shoe Company introduces the 4140 series of golf shoes. Fully leather-lined with cushion innersole and lightweight sole. The shoes are three-toned and retail for approximately \$27. The *Bookbinder Brown Monk Strap*, an all-leather shoe, comes in brown or white, retails for approximately \$26. Also available are ladies' golf shoes with a new saddle featuring a square toe.

DiFini Originals and Knitwear introduces slacks and shirts for men and pantskirts and blouses for women made from *Comfortissimo*, a newly-developed doubleknit fabric with an all-polyester face and all-pima cotton back. The material provides stretch and recovery with cool comfort and non-snap, non-pill advantages. Three styles of men's golf slacks will retail for approximately \$38, and two styles of shirts for approximately \$16.

Dorsan Sports, Inc., features golf gloves, umbrellas and headcovers.

continued

PGA

continued

27. STYLO MATCHMAKERS
28. TEXACE



27.



28.

Duckster Sportswear features a variety of waterproof, repellent and weather resistant outerwear. Jackets feature bi-swing which permits maximum freedom of movement, vented back, raglan sleeve and convertible collars. Rainsuit pants have long leg zippers to slide easily over shoes.

Edmont-Wilson features a lightweight canvas golf bag in a variety of colors which retails for under \$10. *Super Grip* vinyl men's and ladies' golf gloves with Velcro backing for \$3.50 and \$4. Also a new *Merchandiser* display unit.

Esquire Sportswear Mfg. Corp., represented by **Jack Carnahan, Inc.**, features coordinated sports clothing, slacks, sportcoats.

Etonic, Charles A. Eaton Company. Golf shirts featuring building block prints or random multi-color polka dot prints of 100 per cent Arnel triacetate. Four-button placket, 4½ inch collar, machine wash and dry. Suggested retail is \$16. Golf slacks in 100 per cent Dacron polyester, flex-a-waist, two-inch waistband, western pockets, variety of colors, suggested retail, \$30. Shell and sleeveless blouses, 100 per cent polyester, machine wash and dry. Suggested retail is \$14 to \$16. Bahama skirt in solids or geometric patterns. Golf shoes in white calfskin with trim featuring leather lining, flexible stainless steel plates and removable sure-lock spikes retailing for \$52.95.

Fana Fashions introduces double-knit sportcoats to coordinate with over 20 different patterns and styles of slacks.

Flip-It, Inc., Div. of Byer-Rolnick. Represented by **Ernie Sabayrac**.

Men's and ladies' headwear. Introduces a new golf cap in a warpknit.

Foot-Joy, by Brockton Footwear, Inc. Represented by **Ernie Sabayrac**. Introduces *FJ* emblem shoe with an emblem on shawl, in all white buckskin, black/white and brown/tan. Introduces the ladies' *21st Century* line of golf shoes with poromeric uppers and four interchangeable shawls, Velcro attached, to give a one shoe wardrobe. Shoes feature foam cushion innersoles, leather lining and tungsten carbide tipped spikes. Also *Ben Hogan Tunnel Gore* men's and ladies' golf shoes with plain toe in a checkerboard pattern, guaranteed waterproof. Introduces soft leather boot with tassel and zipper in white kidskin or brown or black goatskin.

Golden International, Inc., imports golf gloves from England. *Duragluv* is a full-fingered leather glove with a button back.

The Golf Mart, Inc., distributes **Munsingwear** sportswear, *El Dorado* shoes and *G.M.J.* golf bags.

Golf & Sport Headwear Company features men's and women's caps and hats in a variety of colors and styles.

Great Lakes Golf Ball Company distributes **Munsingwear Grand Slam** sportswear; *Sun Sport* headwear; *Pro-Jo* men's and ladies' golf shoes; *E.T. Wright* golf shoes; **Matzie Golf Company** line of *Velvet Touch* putters; *Kaddie Kart* rental golf carts; *Kristal Kraft* refinishing equipment; *Flexi-Mat* golf mats; **Edmont-Wilson** golf gloves and *Tom Hill & Associates* putters.

The Hadley Corp. Solid cotton/polyester culottes with oversized

patch pockets; skirts with contrasting braid trim detailing the waistband, pockets and hem; nylon sleeveless, striped V-neck tops color coordinated with other outfits. Men's Trevira print shirts with cut and sew collar and long four button placket. Also men's knit pullovers and **Esquire** slacks.

Harburt Corp. will exhibit a line of women's golf apparel.

C.F. Hathaway Company features *Golf Classic* shirts, made of cotton lisle, in solids, prints and stripes. New this year is a line of *Golf Classic* sweaters.

Haymaker, by David Crystal, represented by **Ernie Sabayrac**. Very washable knits featuring a new line of skirts and culottes. Also *Cut-N-Sewn* blouses, from \$10 to \$20.

Hill Star Corp. introduces a wide selection of golf shirts in solids, stripes, seersuckers and fancies in many fabrics. Introduces golf slacks in doubleknit, woven, madras and seersucker. Hill Star represents *Lyle & Scott*-Scotland cardigans, pullovers and shirts and *Mailcote-France* pullovers, cardigans.

Hornung's Pro Golf Sales, Inc., will show **Dexter** golf shoes and *Jockey* Sportswear.

International Golf Accessories, Inc., pro shop distributors for *Allen Solly* golf leisure wear. Print golf and leisure shirts with four button plackets and full-fashioned knit collars. Variety of styles including long and short sleeve dress and sports shirts in a variety of cotton, lisle, polyester and blended fabrics. International golf gloves in *Snap* and *Gripper* models. Cotton twill golf hats. Custom embroidery of club

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crest on shirts and hats. Also representative for *John Pomer* men's sportswear.

Izod, by David Crystal. Represented by **Ernie Sabayrac**. Featuring third line, summer wear in addition to spring and fall wear. Texturized polyester and lightweight cotton golf shirts. *Breezy* sport shirt in a variety of prints retails for \$15. *Saturday Suits*, texturized polyester sport jackets, which coordinate with slacks.

Jantzen, Inc., features *Jantzen Open* leisure wear. New are a rain jacket and pants of 100 per cent polyurethane with nylon backing. Men's cardigans and pullover sweaters. Doubleknit texturized polyester slacks with side belt loops, hook flex extension waistband, shaped or straight leg in solids, check, argyle, houndstooth or speckled plaid patterns. Ladies' golfwear includes panel, yoke and zip pocket skirts and sleeveless, mock turtleneck and short sleeve shirts, polyester blazers, slacks and shorts.

Jaymar-Ruby, Inc. Men's slacks. Introduces *Sansabelt II* with a four-inch elastic webbing on the inside of waistband. Also *Sansabelt*, *Belt Loop* and *Adjustable*. *Knits*, *Jaymar Walk Shorts* and *Cary Middlecoff*.

John Jacobs golf shoes by Barkers of England. Represented by **George Cook Ltd.** and **Quality Golf Imports, Inc.** Handcrafted leather shoes with cushion and contour heel, arch supports, glove leather lining.

Johnston & Murphy Shoe Company introduces men's and ladies' *ComfortTop* golf shoes. Men's line includes combination leather/poromeric shoe with all-white plain toe

in calf, three shield tips. Also three styles in three-tone saddles with kilties. Suggested retail, \$60. Four new ladies' styles in plain toe saddle, soft patent, retailing for \$44. *Lady Medalist* all-white shoe has four replaceable kilties, \$25.95. Men's *Lakeside* is a wing-tip blucher with kiltie in black, brown or white shiny alligator print, \$54. Men's street shoe with alligator print tassel in white/black, \$47.

Kasco Corp. will show golf gloves.

The Kimberton Company features custom designed men's and ladies' sportswear.

Morton Knight, distributed by **Burton Mfg. Company**. Men's cool-weather jacket with a weather-proofed fabric in body of the garment and an insulating layer of fiber. Pullover style, color coordinated, knitted collar, cuffs and waistband. All-weather men's and ladies' golf apparel.

Lace and Liberty features women's golf skirts, bermudas, dresses.

LaCoste, by David Crystal, represented by **Ernie Sabayrac**. Features a line of doubleknit tennis, golf and street wear.

Lady Pro Enterprises, Inc., features *Lady Pro* golf balls; three styles of blade putters and men's and ladies' shirts, sweaters, gloves.

Annie Laurie Originals introduces for 1973 the *Jeanne Anne* line of decorated handbags designed and sold for pro shops only. The bags accent the golf motif and retail from \$10.75 to \$15.75. A new line of hats will complement the handbags in the \$3 to \$5 range. Also featured will be the *Annie Laurie* line of handbags on which any photo can be reproduced such as a special hole, clubhouse or club insignia.

H.D. Lee Company features the *Pro-Line* knit collection of sweaters, shirts, slacks, jeans and shorts. Sweaters include a blend of mohair and wool and retail for \$18. Knit shirts come in a variety of styles, colors and fabrics and retail from \$8 to \$10. *Monterey Knit* golf

slacks feature *Twill Jamboree* (\$18); *Patterned Squares* (\$22); *Impact* (\$20); *Brightness* (\$22); *Crosssquares* (\$22), and *Flag and Club* (\$20). All these models feature Ban-Rol continental waistband. The *Tack Flare II Knit* features belt loop model slacks in either the *Miniature Cable* (\$16); *Seersucker Stripe* (\$16); *Linen Window* (\$22) or *Houndstooth Check* (\$16).

Lefcourt Imports, Inc., offers a line of straw hats, shawls, capes and belts.

Leon Levin, represented by **Donald M. Temple**. Features a ladies' line of coordinated sportswear.

E.J. Manley Company features doubleknit slacks and coordinated solid, pattern and print knit shirts under the *EJM* label. Also color coordinated belts, sweaters and velours. Manley also represents **Quantum Sportswear**, **Texace Corp.**, **Dexter Shoe Company**, **Gold Crest, Ltd.** and **Buccaneer Mfg. Company**.

Mayflower-Medalist, Ltd., introduces *Datum* putter with a bronze double-slotted head made by Lost Wax casting. Also, jumbo size *Cannon* towels in four separate colors are available for printing any design or emblem. Mayflower also distributes **Edmont-Wilson** and *English Tournament* golf gloves, *SunSport* headwear, *Jockey* sportswear, *Converse* rainwear, *Ring-It* retrievers, *Ball Shags*.

Munsingwear, Inc., features the *Grand Slam* line of golf and sports shirts. *Style 2880* is a Dacron/cotton fashion knit shirt with pointed collar. *Style 2841* features a Scotchgard soil release finish and long tailored collar. *Style 2842* has a mock turtle neckband and loose-band sleeves with contrast stripes. Introduces a 100 per cent orlon, six button, alpaca-stitched sweater, which retails for \$16.

Needlecraft of Woonsocket, Inc., features a full line of men's and ladies' rainwear including the *Turfer* nylon, water-repellent, flannel-lined jacket with snap or zipper front. The jacket is also available unlined

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or with a heavier, pile lining. Introduces new rainsuit with two large flannel-lined pockets to keep hands dry with additional pocket in rear.

Original Fur Company features *Golfurs for Golfers* fur golf headcovers and putter covers.

Palm Beach Company introduces seersucker texturized polyester sportcoats (\$69.95) and slacks (\$30). Also solid-colored texturized slacks retailing for \$22.50. *John Weitz* line of doubleknit slacks retailing for \$40. Also *Austin Hill, Ltd.*, line of lightweight straight leg slacks and three-button sportcoats.

Par Ace Glove Company features *Par Ace* gloves with wide Velcro back, 11 colors, in men's, cadet and ladies' models in right or left hand. Suggested retail is \$5.50. *Match-Play* golf slacks featuring polyester doubleknit in latest styles, colors and fashions.

Parker Golf, Division of Mohawk Recreation Products, will show a line of golf gloves.

Parker of Vienna, Inc., represented by **Ernie Sabayrac**. *Parker* 100 per cent alpaca sweaters; *St. Joseph* V-neck and crew neck sweaters, and *Cezar* pullovers and cardigans.

Par-Mate. Wide Velcro full and half-finger men's and ladies' golf gloves with ball markers; golf socks, peds and umbrellas. Also tennis accessories.

Paxton Sportswear. Represented by **Donald M. Temple**. Men's doubleknit slacks and sportcoats.

PGA-Victor Ryder Cup Fashions. Men's golf shirts in *Filigree* or *Floral* patterns, *Solids*, *Stripe* or *Bullseye*. Styles include zipper or four-button front, 100 per cent cotton-Durene or Dacron/cotton blend. Slacks are washable and come with either extension waistband or belt loops, modern flares and bold patterns or classic solids.

David L. Pransky & Sons features *Vanderbilt* shirts, slacks and outerwear and *Springfoot* hosiery.

Pringle of Scotland. Men's sweaters. *Angus* two-ply cashmere sweaters, long sleeved, no pocket cardigan and pullover with V-neck. *Earl* two-ply lambswool V-neck pullover and no pocket cardigan. *Rubert* sport-shirt, 100 per cent zephyr wool, features four button placket, long sleeves. *Hubbard*, 100 per cent zephyr wool, sportshirt with ribbed turtleneck, long sleeves.

Pro-Pro, Inc., features men's and ladies' *Panda* leather golf gloves with Velcro back.

Pro-Shu Company, Inc., introduces 17 men's and five ladies' styles to their golf shoe line for 1973. Available are four new men's leather golf shoes retailing from \$35 to \$37.50. One new style ladies' leather golf shoe retails for \$27.50. New are three series of waterproof golf shoes.

Pro-Temp Knits will exhibit golf slacks and sports jackets.

Lilly Pulitzer introduces *Mens Stuff*. Polyester/combed cotton slacks in assorted prints with quarter top pockets, straight leg, belt loops retailing for \$30; doubleknit slacks in Lilly prints, beltless in either western or quarter top pockets, \$40; polyester V-Neck pullover shirt, three quarter sleeves, \$25; cotton lisle shirt, four-inch collar, four button placket, \$13; four-inch ties in assorted prints, \$10; Navy blazer, \$125; sport jacket in assorted prints, \$90.

Puritan Sportswear Corp. features the *Fliteway Drive* dacron/polyester/combed cotton shirt. In short sleeves with long-pointed collar, placket pullover. Retail price, \$8. Comes in 13 colors, is machine washable and dryable. Carries *Gary Player* insignia. *Flitetrim* trimmed, short sleeve crew neck pullover retails for \$11. Machine washable and dryable. *Fliteburne* five button cardigan, vertical stripe. Retails for \$20. Sweater set (*Flitetrim* and *Fliteburne*) comes in gift box, retails for \$31.

Quantum features ladies' golf, tennis and spectator sports leisure wear.

Reliable of Milwaukee features *Super Sox*, a 24-inch giant knitted super pom headcover. Also *Club Sox* knitted headcovers, knitted puttercovers, men's and ladies' *King-Pins* socks and peds.

"Billie" Ross of the Palm Beaches features resort hats, bags and accessories. Bags are lined, hand-painted and/or découpage.

Ernie Sabayrac, Inc., represents **Stanley Blacker, Inc.**, sportcoats and blazers for men; **Brockton Footwear, Inc.**, **Foot-Joy** and **Ben Hogan** men's and ladies' golf and street shoes; **Coberknit Corp.**, men's and ladies' golf and tennis jackets and rainwear; **Flip-It, Inc.**, men's and ladies' hats and caps; **Haymaker**, women's sportswear; **Izod**, men's sportswear; **LaCoste**, women's dresses; **Parker of Vienna, Inc.**, *Parker*, *Cezar* and *St. Joseph* imported woolen sweaters, and **Var-ela Slacks Inc.**, hand-tailored sportcoats and slacks.

Sahara Slacks. Custom care slacks. Introduces new doubleknit called *Patchwork*. Also *Saddlecut* in polyester, wool and doubleknit with contrast stitching and belt.

Mort Silver Associates-The Silver Fox Sportsman will exhibit men's Arnel and polyester golf shirts with raglan sleeve; pullovers in four button and zipper. Also *Andren-Argenti* knitwear.

David Smith, Inc., features a complete line of color-coordinated ladies' active sportswear. Variety of knit outfits including body shirts, sweaters, pant/skirts, pants, jackets, shorts, wrap-around skirts and playdresses. Also tennis wear.

E.J. Smith & Sons Company represents **Munsingwear** and **Mr. Lings** sportswear: *Calif-Frame* men's and ladies' hats and emblems, and the *Rochester Shoe Tree Company, Inc.*, line of golf rubbers, socks and shoe keepers.

Softouch Company features dress, support, golf socks and peds.

Star-Grip Glove Company features 39 different sizes of gloves for men

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PGA

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and women including the introduction of cadet right and cadet pairs.

Ster'l Dri Corp. features men's golf socks, ladies' peds and a complete line of cold weather and support hosiery. Golf shirts to keep golfers cool and dry. Also disposable *Derma-Instant* ice and heat packs.

Stylist Company introduces 54 new styles of men's leather golf shoes retail from \$50 to \$52. Poromeric golf shoes range from \$19.95 to \$39.95. Ladies' poromeric golf shoes in a variety of colors and styles retail for \$19.95. Introduces the *Lee Trevino Golf Boot* with a lizard skin bottom and leather upper retailing for \$165. Men's dress shoes retail from \$42 to \$44. A crinkle patent leather shoe retails for \$35. Stylist is also the national distributor for **Jaymar-Ruby** slacks; *Jerrado Del Roma* shirts; *Swell-Ware* rainwear and *Gean Edwards* golf and tennis peds.

Stylo Matchmakers International, Inc., features men's and ladies' *Rembrandt* golf shoes with leather or man-made uppers, cushion inner-soles, tassel laces and tongue and permanently embedded spikes. Also simulated alligator leather golf shoes. Guaranteed waterproof golf shoes with replaceable spikes and lace-in kilties. English-made leather golf gloves with Velcro tab and ball marker.

Donald M. Temple, Inc., represents **Leon Levin**, ladies' coordinated sportswear including golf and tennis apparel; **Paxton Sportswear**, men's doubleknits in a variety of patterns, and **Brentwood Sportswear**, men's knit shirts.

Texace Corp. features *Galey & Lord's* polyester/combed cotton broccata and bulwark two-ply fabrics in golf hats and caps. Also featured are predominant use of lock-stitching. *Noswell* sweatbands.

Thomson Sportswear. Represented by **George Cook, Ltd.**, introduces *Club Series '73* with patch madras, screen prints, Indian madras, madras plaids, bandanna print slacks in tapered, straight or flared bottoms and coordinated knit shirts.

Town Talk Mfg. Company features a complete line of men's and ladies' headgear. Introducing a new knit fabric golf cap into the line in houndstooth, solids and candy stripe.

Varela Slacks, Inc., represented by **Ernie Sabayrac**, features hand-tailored sportcoats and slacks.

The Voyager offers a complete line of ladies' golfwear.

Whimsicals. Div. of Penn Valley Inc. Features ladies' golf skirts, shirts and slacks in hand-screened prints.

Jerry Wolf Associates, Inc., will show a line of golf shirts.

GOLFING ACCESSORIES

Adventures in Golf, Inc. Supplies of golf accessories, pro shop supplies, display units and golfwear.

Allsop Automatic, Inc., offers the *Shoe-In Valet* and *Traveler*.

Brod Golf Studios features greeting and Christmas cards for golfers, notes, plaques, crying towels, golf pictures, calenders, stationery.

Cherokee Shaft Guard introduces a solid state impact-proof protector for wood covers. The headcover is an injection molded polyethylene designed to protect the wood head, grip wrappings and shaft.

Creative Awards by Lane introduces *Mulligan* drinking mugs for hot or cold drinks. Also can be used

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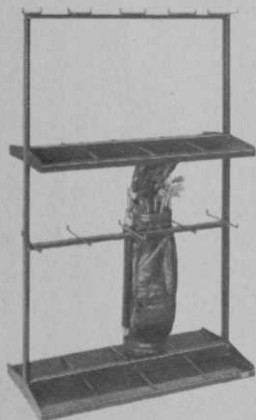
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as a pencil holder, table piece and special gifts for pro shops. *Mr. Spike* art piece designed in several golfing poses.

Delmas Creative (AKA Golf Masters) will show golf motif jewelry and jewelry items for PGA.

Eastern Golf Company introduces *Tee-Pak* tee holder for golf bags; *Oasis* beverage holder; *Carryall* nylon golf bag. Also golf ball washers, spike cleaners, commercial golf ball pickers, driving range equipment, fairway driving range mat and electrified bug killers.

Golf Accessories of America introduces its *Cleat Cleaner*, designed to clean debris such as hard dry mud and leaves from golf shoes without damage to the shoe itself. The device utilizes notched wheels, thereby eliminating the need for bristle replacement. Distributed by **The Golf Mart, Inc., Great Lakes Golf Company.**

Gold Crest, Ltd., introduces a golf teaching aid in conjunction with Billy Casper called *Educational Golf*. The playback device shows the golfer what he is doing wrong and tells him how to correct his error. Also new are a doubleknit jacket and new uses of crests as awards.

Golf Masters features custom designed golf motif jewelry.

S.I. Jacobson Mfg. Company features *Carryall* golf cover flight bags of vinyl-coated cloth. Golf bags, ladies' *Birdie* purses and handbags, locker valets, sweater bags and golf sundries.

Miller Golf Company features classic pewter golf statues, silver tour-

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Scott Mfg. Company features canvas golf bag travel covers, shoe bags, duffle bags, range bags and *Par Shot* markers, canvas flags.

* Stuart Specialties

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

Daytono Products Division. Golf shop supplies including golf bag tags, pro shop signs and marking devices for golf professionals.

Display Creations, Inc., features pro shop merchandising display units including *Chromodular*, modular equipment in polished chrome.

S.B. Dunlop Enterprises, Ltd., Features a golf ball picking machine.

nement awards, women's and men's *Carry-Alls*, clocks, golf shoe mittens, golf towels, deluxe golf bag tags and labels, tournament key tags, ball markers, tees and vertical bag racks for storage.

* Old Golf Shop

Pegie by the Sea Originals features *Mr. Motif* iron-ons.

John Roberts, Inc., will show PGA rings and golf awards.

* Information unavailable at press time.

PRO SHOP RANGE SUPPLIES

Acme Iron Works, Inc., features *Rac/Me* golf bag storage racks with plastic tips to keep golf bags in separate compartments. The racks are made of rigid, cold rolled steel construction and are designed for ventilation and aisle cleaning.

American Massage Inc., massage products including hand massagers, thermo pads, car pads.

Golf Shop Service Company features stationery, business forms, bag tags, inventory control booklets, tournament gifts and souvenirs. New this year is a line of gift wrapping materials for golf professionals and a do-it-yourself wall covering for pro shops.

Golfsonic, Inc. Features ultrasonic club cleaning equipment, which is said to clean, polish and dry an entire set of irons in less than a minute. The unit is compact, weighs only 25 pounds and will not harm metal, plastic or aluminum finishes.

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Gustafson Mfg. Company, Inc., will exhibit a golf ball retriever and ball washer.

Hornung's Pro Golf Sales, Inc., features the *Golf Club* coin-operated club cleaning machine. Also range equipment, driving nets, trophies and display units.

**Information unavailable at press time.*

Jerral Packaging Company offers pro shop supplies.

Kristal Kraft, Inc., introduces a new golf club refinishing kit for individuals. Available for professionals are stains, finishes, shaft sealers, epoxies, insert material and sole plates.

Hugh J. McLaughlin and Sons, Inc., features solid range balls imprinted with the club's name or insignia.

Wittek Golf Range Supply Company features a complete line of golf course driving range equipment, in-

cluding solid and wound range balls, range clubs, indoor and outdoor mats and netting.

OTHER

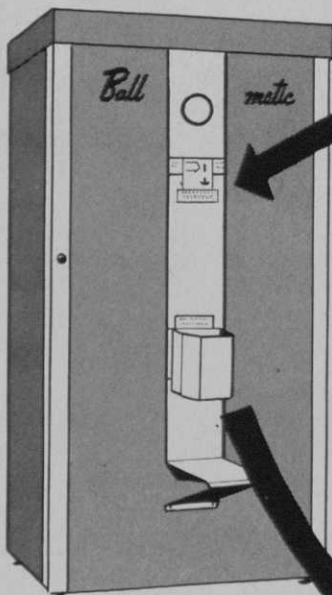
*** Ford Paint & Varnish Company**

Paul Hahn Golf Show. Trick shot exhibitions and golf clinics.

Score With Northrup, manufacturers' rep and jobber, will show literature on its service. □

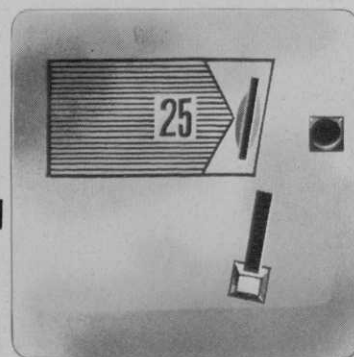
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