



Just before the opening of the 1974 Professional Golfers' Assn. Merchandise Show in Port St. Lucie, Fla., GOLFDOM made a random sampling of manufacturers around the country and asked them to comment about the show; how the professional might better use his time there, to predict merchandise trends for the coming year and to discuss rumors of delivery problems, which we keep hearing.

Without exception, everyone we talked to agreed that the merchandise show concept is a great asset to the golf industry and serves a definite need.

One manufacturer added a thought, though, which might have merit. He feels that the month of January is too late to hold a major show. By that time of year fashion merchandise has been committed; lines are sold out, resulting in unfilled or partially filled orders. A regional show, he feels, would be more aligned with the manufacturing cycle. A regional show in the Northeast, for example, could be held during November, a time when most club professionals have not started

South and would be able to attend. A regional show would be especially attractive to professionals who do not go South during the winter months. A mid-November show would also allow the professional to make late purchases for his Christmas program.

John Cantwell of the AMF/Ben Hogan Company strongly advocates the show concept as it now exists, because, he feels, its unique atmosphere, not unlike a large outdoor bazaar, is impossible to duplicate with an indoor coliseum-type show. He would like to see the show in a permanent location, perhaps at its former West Palm Beach site. He added, however, that AMF would support the show regardless of the location. All other manufacturers contacted also favored a permanent show location, although some were reluctant to state a site preference.

Ken Boyce of PGA-Victor is enthusiastic about the show. "We think enough of the total concept that we sponsor the match-play tournament that goes on concurrently with the merchandise show. For us the show has been a tremendous success. We have increased our participation in the past two years and will do so again in 1974. We personally write a tremendous amount of business at the show."

The apparel trend for spring and summer 1974, according to Jack Lust of DiFini Originals, Ltd., will be toward lighter weight fabrics with smaller patterns, the look of classic elegance. The tailored collar is strong in men's shirts, but the fashion collar is making somewhat of a comeback. There is a tendency away from the all-polyester look, with blends developing strongly—polyester/silk and polyester/cotton. The linen look in shirts, slacks and jackets is important for the coming year.

Lust predicts that the "Put Together Look" will be very much the new trend. The method of "coordinating" is now old hat. The "Put Together Look" depends on good blending, which will be demonstrated by DiFini in a new type of display presentation at their show booth this year. The exhibit is intended to teach the professional how to improve his display techniques for use at his club in addition to helping him buy better.

Another slack manufacturer felt that, although belt loops now dominate the pants market, most golfers still prefer the self-belt or beltless style because of its comfort and flexibility. He added that, although, there is interest in straight legs, the golfer has gotten used to the modified flair, which he will continue to prefer.

Some thoughts were expressed on how the professional should make the most of his time at the golf show.

All agreed that the single, important imperative for the professional was to, "Come to the show totally prepared." This means making up a plan before he gets there. The professional must know how much money he has to spend and in which areas he will spend it. Such a plan requires a review of past sales along with a breakdown of present inventory and those items already ordered in the fall for spring delivery. Armed with this information, the professional is ready to shop the show, making notes of the best items. Then and only then is he ready to place his orders.

The manufacturers pointed out that too many professionals come to the show with the purpose of buying, but are completely unprepared, without any plan. The results are sporadic: overbuying in some areas and underbuying in others, and almost always, an unbalanced inventory and a disappointing sales year. If the professional hasn't purchased enough of the

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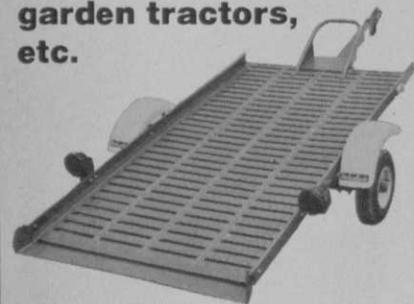
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hot items in the spring, he can be sure they will be unavailable from the manufacturers in May, June or July.

Don Drotman of Izod offered some unique thoughts. He felt that the professional must not attempt to do all of his buying at the January show, for two basic reasons. First, by late January most good lines are either completely sold out or badly depleted. Second, the professional doesn't have time, during the three short days he has, to sit down at the show with each manufacturer and buy intelligently. Drotman suggests that the professional place his basic orders in the fall to be assured of spring delivery. Then the professional can go to the show with his remaining funds to purchase special items.

Izod will be featuring at the show what they call their "third line." Completely different from their spring line, it features summer merchandise, emphasizing lightweight fabrics. The trade name they have chosen for this third line is "Dozi." (Izod spelled backwards.) These items will be available for early summer delivery.

Izod decided to develop "Dozi" as a result of experience gained at the show. They simply were not in a position to fill spring orders taken late in January. The professional is helped if he can pick up a fresh new line for June and July, to complement the merchandise already in his shop.

Drotman feels that fabric weight is very important, especially for spring and summer. It must be light. Double-knits are still selling well in slacks and shirts. But a trend toward textured fabrics, which give a more natural look than the typical double-knit, appears strong.

He agrees that polyester blends will again be big, along with 100 per cent polyester. An advantage of polyester over cotton, Drotman points out, is that much better and more vibrant colors are possible.

Concerning deliveries, most manufacturers contacted agreed that if orders are received early most items will be delivered on time.

They point out, however, that because of shortages of some yarns, especially natural fibers, such as cotton and wool, the professional must plan earlier to be assured of delivery. In some instances, even very early orders may not be delivered. Fine count

cotton, for example, is in extremely short supply.

Most golf club manufacturers we talked with were noncommittal on the future of graphite shafts, although all admitted that they were selling well. Among the major equipment producers, Wilson has recently entered the graphite market. One comment made was that the graphite shaft has given the pro his greatest revenue potential since the introduction of the electric golf car. With all the talk about graphite, investment casting should not be overlooked. Once again, investment cast clubs are big news, with impressive gains over last year.

A golf bag manufacturer contacted pointed out that synthetic fibers will be used wherever possible, because the increases in the price of leather have virtually eliminated its use on a bag, except where leather is needed for strength. The trend here is toward the traditional, richer, more elegant appearance.

The big question with which all manufacturers are vitally concerned is the shrinking supply of raw materials. What this portends for the future, no one is willing to speculate. □

—by DICK FARLEY

Beginning on page 33, GOLFDOM has listed the merchandise that manufacturers, distributors and representatives will be exhibiting at the PGA show. The list is unofficial; the companies, not the association, have indicated to GOLFDOM that they will be present at the show.

PRODUCT GUIDE

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PGA



E-Z-Go



Otis



Cushman

GOLF CARS, EQUIPMENT, CARTS

Circle No. 101 on Reader Service Card

AMF/Harley-Davidson Motor Company, Inc., offers three-and four-wheel electric and gasoline cars. Four-wheel cars have independent front wheel suspension; rear wheels have coil springs, torsional stabilizer and hydraulic dampers. All models have maximum carrying capacity of 750 pounds, low-profile, tubeless tires and welded tubular steel frame and molded, fiberglass body. Full line of accessories available.

Blue Dot Tops features fiberglass top and vinyl plastic windshield fittings over top frames of golf cars. Company

says installation time runs about 15 minutes.

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

Browning showing the *Bag Boy Master* with seat, *New Handle Fold* model, white balloon tires. *Bag Boy Automatic*; *Bag Boy Manual Fold* model; *Bag Boy Rental Pull Cart*; *Play Day* pull cart; *Clubster* club carrier.

Club Car, Inc., features the *Caroche* four-wheel electric golf car, the *Caroche* four wheel electric personnel carrier, the *Caroche* four wheel electric utility truck, the *Caroche* hardtop cab golf car and the *Caroche* four wheel electric *Islander* (Resorter). Cars have fiberglass body and aluminum frames; optional features are: plastic canopy, windshield, head and taillights, extra bag attachments and hardtop cab.

Cushman Motors, Div. Outboard Marine Corp. Makes electric and gas four-wheel cars (*Town & Fairway*, *Gran Cushman-400*), electric and gas three-wheelers (*Grand Cushman-300*), electric four wheeler (*Trophy 400*) and electric three wheeler (*Trophy 300*). All models have steel body and frame with automotive steering. Gran Cushman models feature horizontal bag racks and brake warning buzzer.

E-Z-Go Car Company, Div. Textron, Inc. Electric cars, three wheeled *X-444* and four-wheeled *X-440*, feature leaf springs and hydraulic shock absorbers, capable of 12 mph speeds. Gas models (*GX-440* with three wheels and *GX-44* with four) have two-cycle, single cylinder, air cooled engines, fully automatic forward and reverse drive and steel body and frame.

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 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.

Otis Elevator Company features its four-wheel electric golf car with steer-

ing wheel and Cicolac body and frame. Car has full width storage pocket on the back of each seat. Featured models are the *S-71*, *Executive S71E* and the *Resorter Model 580 R-6*, *580 R-9*.

Pargo, Inc., offers the *Model 803*, three-wheeled car and *Model 804*, four wheeler, both electric. Features include automotive steering, leaf spring rear suspension; maximum speed is 11 mph, and both cars are made of reinforced fiberglass with choice of body colors.

Sit-N-Rest Golf, Inc., makes a combination golf cart/golf bag.

Motor Appliance Corp., showing a 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. *Series E* battery chargers cannot be damaged due to short circuit condition or accidental reverse polarity.

ESB Brands, Inc., features the *EV-88* and the *EV-106* batteries with polypropylene construction, giving more lead and acid capacity, one piece covers that eliminate electrical leakage and quarter turn vent cap for quick servicing.

General Battery Corp. features the polypropylene battery for performance demands of electric vehicles.

Gould, Inc., features battery chargers and power breed golf car batteries for complete battery systems for electric vehicles.

Hewson Control Devices, Inc., presents an electronically controlled golf caddy that follows the golfer by remote control.

Playmaster Corp. features its *Model 501E* electric, four-wheel golf car with ice chest, bag well, which holds up to four bags, automotive steering and drink holders as standard equipment. Cigarette lighter, battery condition indicator, lights and canopy are optional.

Southern Golf Equipment, Inc., features the *Capri-100*. Electric, 93 inches by 45 inches; top wheel covers, safety

continued

PGA

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AMF/Harley



Westinghouse

reverse switch, automatic brake release, wrap-around bumper built into frame, automatic rear body latch and cushioned brake to prevent turf damage.

Westinghouse Electric Corp. features the 436-E electric golf car with four wheel, steering wheels, steel body and frame; the 437 electric three wheeler with steering wheel, steel body and frame. Both have canopy, batteries and charger and brakes on each rear wheel as standard equipment.

GOLF EQUIPMENT

Circle No. 102 on Reader Service Card

Action Golf Company makes a complete line of golf clubs.

Acushnet Sales Company, features the *Titleist*, with investment cast stainless steel, irons with Tungsten alloy weights inserted in heel and toe for weight redistribution; the *Finalist*, with irons contoured for perfect lineup and control; the *Titlette* ladies' model, with square toe design irons. *Titleist* golf balls with shallower dimple configurations. Complete line

of golf bags in vinyl, leather, buckskin with matching headcovers and carryalls.

Aldila exhibits its line of graphite shafts and introduces a new shaft and club line, with a wide variety of weights and flexes on display.

All Star Pro Golf Company shows the *All Star Sunburst* irons and woods. Irons have triple chrome plated steel forgings with contoured back weight design to aid in hitting down and through. Also the *Golden Star* and the *XL* irons and woods. Complete line of ladies' and mens' golf bags.

American Precision Golf shows the *American* line of golf clubs with heel and toe weighting.

AMF/Ben Hogan Company introduces the *Director* model with forged steel heads (irons only), heel and toe weighting; *High Crown* featuring a higher crown on woods, profiling designed for more clubhead mass; the *Saber* featuring rounded sole design and classic contouring, Dura-Ply head on woods and forged heads with uniform weight distribution from heel to toe, nickel chrome plating on irons. Also shown will be a wide variety of expanded vinyl golf bags; the *Apex* and *Hogan Star* golf ball lines, featuring liquid centers.

Arnold Palmer Golf Company, Div. of Professional Golf Company, features the *Lady Palmer* forged stainless steel irons with conventional hosel design; the *Arnold Palmer FTD* square toe design forged stainless steel irons, heavily sole weighted, with Dynamic shaft. Complete line of Palmer and *Charger* golf balls. Complete line of golf bags, shoes and gloves.

Around-The-Green Enterprises features its line of putters, chippers, with two new putter models to be introduced. Putters have end weighted heads of nickel and brass alloy, chrome blue or red shafts. Chippers have brass heads shaft in chrome and anodized blue, green or gold.

Burton Mfg. Company features a complete line of *Leather Tex* and expanded vinyl golf bags. *Penfold* golf

balls in American and British sizes.

Butchart Nicholls shows its *SCX* golf clubs with investment cast stainless steel irons, heel and toe weighting. Woods have Cyaloc inserts with brass heel, toe weighting. Custom specifications can be ordered at no extra cost.

Carbonite Company offers a full line of graphite shafted golf clubs.

Chico's Tomahawk, Inc., shows its line of custom-made putters, pitching wedges and handmade putter covers as well as the *Rake* sandwedge.

Clover Golf Company, Inc., features its new *Go-Rilla* golf clubs by Jaydar with Dynamic steel shafts, investment cast heads, precise weight distribution for better control of pitch shots.

Otey Crisman Putter Company offers custom-made putters, pitching wedges and putters featuring hickory, steel, aluminum or bamboo shafts.

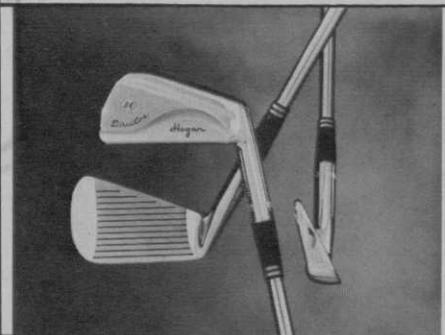
George Diehr Golf Repair features its line of handmade woods and putters.

Double Eagle Div. of Ajay Enterprises Corp. shows investment cast stainless steel irons with heel and toe weighting, broad sole, semi-square toe and square toe, flare designs. Woods have special insert. Featured will be the *Double Eagle*, *XSP*, *San Franciscan* and the *Marilyn Miller* models. *Tru Sphere*, *Double Eagle*, *Professional* and *Pro Master* golf balls. Also range balls and Ajay golf gloves with Velcro fasteners. Golf carts and golf cart/bag combinations. *Kaddie Kart* steel or aluminum golf carts.

Dunlop Tire and Rubber Corp. shows a complete line of golf clubs, featuring: the new *Dunlop 7000* investment cast stainless steel irons and woods with Dynamic unitized shaft; *Bert Yancy* forged stainless steel irons with heel and toe weighting. Also, showing *Maxpower*, *Maxfli*, *Bob Charles* and *Gundy* (ladies') models of golf clubs. Complete line of Surlyn covered golf balls and leather and expanded vinyl golf bags.

continued

PGA



AMF/Ben Hogan



Toney Penna

Easajo Golf Company features handmade putters under name of *Early-Birdie*.

Equipoise introduces a complete line of graphite shafts for golf clubs.

Exxon Enterprises, Inc. (Graftek), offers a line of graphite shafts for golf clubs.

Fansteel Recreation Products Division makes graphite shafts for golf clubs.

Fast Eddie Putter Company, Inc., shows handmade putters in 10 models. *Sand* irons with dimples.

Faultless Sports features *Quantum Clubs* with investment cast stainless steel irons with longer blade look and internal hosel; *Lady Quantum* with heel and toe weighting; *Omega* with Tunnel-Sole woods, enlarged inserts and oversized grips.

Field Golf Company, Inc., showing a line of equipment and apparel.

First Flight Div., Professional Golf Company, will show The Attack Ball by *Greenmaster* with Surlyn cover; *First Flight OSS* irons and offset woods; *FTD* irons and woods; *PT 280* irons and woods; *Arnold Palmer FTD* irons and woods; *Hotze* golf bags. See separate listing for **Duckster sports-wear**.

Gold Crest, Ltd., Div. of Cidcoa. Shows new *Graphite 100*, *Graphitru* carbon graphite golf shafts for woods and irons used in their Graphite 100 drivers. All carbon graphite shafts and heads.

Golf Tech shows its *Honeycomb* woods and irons featuring the *Excalibur Plus* with heel, sole, toe weighting brackets to expand sweet spot, contoured and beveled sole, offset head design, lightweight hosel concept and True Temper unitized shaft. Other models include the *Crown*, *Excalibur* and *Mach II*, *G/T* and *G/T Plus* putters.

Golf West, Inc., features a complete line of woods, irons and putters, including the *Confidence* and *Stature* lines by Mader. Also *Golf West* sweaters in lambswool and cashmere.

Great Lakes Golf Ball Company exhibits its golf ball line.

Walter Hagen Golf Equipment Company features *Ultradyme II* woods and irons with investment cast stainless steel irons, over hosel design, sweet spot expanded both vertically and horizontally. Woods with Tungsten fore-weighting. Complete line of vinyl ladies' and men's golf bags. *Graphite II*, featuring new graphite shaft, made under exclusive contract with Walter Hagen and Wilson by Babcock and Wilcox Advance Composites Div. Shafts have new step-down design.

Hillerich & Bradsby Company features its new *Power-Bilt Thoroughbred* with investment cast stainless steel irons with shaft-over hosel and heel, toe balance and contour bevel sole; woods have back weighting.

Frank Johnston Golf Company offers a complete line of golf clubs.

Karsten Mfg. Company shows its

Ping golf clubs. The *Zing*, *My Day*, *AYD* and *Day* putters; woods from one through six, right and left hand for men and women, calibrated by dead weight to ensure a uniform swing. Woods are lightweight to assure more head speed.

Lamkin Leather Company features leather and rubber grips.

Lynx Precision Golf Equipment introduces the *Lynx II*, featuring investment cast stainless steel irons with shaft-over hosel design and woods with heel, toe adjuster weighting. Available in all flexes. Also graphite shafted drivers.

MacGregor introduces the *VIP* by Nicklaus, which features redesigned heel and toe; weighting on woods has inserts at heel and toe. Irons have short hosel and over fit shaft. The *Tourney* irons hosel has been shortened and has over fit shaft with heel and toe weighting, forged heads. The *MT* is a new club with an old name. It has more weight toward toe of forged head irons. Woods have aluminum alloy face insert with tee sole on fairway woods. The model *DX* will also be shown in both men's and ladies'. *Super Driver* will be available in graphite. Also shown will be *Tourney* golf balls in 1, 11, 111; The *Durable DX* and cut-resistant *GTO* balls. The *VIP*, *Tourney*, *El Camino* and *Scottsdale* series of bags in leather and vinyl.

Magco, Inc., offers graphite shafts for golf clubs.

Hugh McLaughlin and Sons, Inc., offer the *500* liquid center and full 80 compression ball with Surlyn cover; the *225* economy solid ball; the *250* solid range ball; the *375* floater range ball.

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

Northwestern introduces *TNT* model with investment cast irons and heel and toe weighting, offset blade and cavity back design. Woods have extra wide brass weighted heel and toe insert. Also shown will be the *Thunder-*

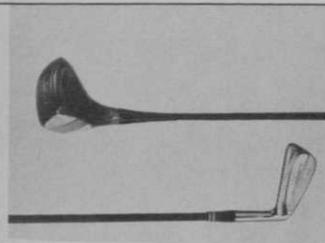
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PGA

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Hillierich & Bradshy



Pedersen

bird, Rosasco Bros., Ultimate and the Lady Thunderbird models of golf clubs, all stainless steel heads with heel and toe weighting.

Pedersen, Div. of O. F. Mossberg & Sons, Inc., features the *Pedersen 3* forged steel head investment cast irons. Woods and irons available in left and right hand; the *Model 100* investment cast irons using Lost Wax process. Irons made of 17-4pf stainless steel. Weight redistributed between head and toe in engineering process. Also the *17-4* and *Lady Pederson* models golf clubs. Also, a complete line of suede and vinyl golf bags and the *Excel* golf ball.

Penfold Golf Balls, Inc., distributed by Burton Mfg. Company, shows its line of golf balls in standard American and British sizes.

PCR Golf Ball Company features the *Professional* one-piece solid golf ball and a full line of solid range balls.

Toney Penna Div., A-T-O, offers precision cast *Super Blade* irons and

Super woods with Aldila graphite shafts. Woods are hand-crafted to the golfer's exact specifications and feature Master Screw Weighting and Volumetric Facing; irons eliminate traditional hosel, feature uniform lofts and lies, precise weight distribution and shape. *Toney Penna* golf balls are custom made with high rebound, thin-wall liquid center balance-wound with full-flex rubber thread, Balata cover features larger, shallower dimples for better control and uniform trajectory. *Toney Penna* golf bag with alligator trim with crinkled patent leather body offered in six color combinations.

PGA-Victor showing *Vardon Cup*, *Men's Par Ex* and *Lady Par Ex* woods and irons with parallel and perpendicular weighting on woods, which increase club's capability to draw shots hit off the toe; *Ryder Cup II* clubs with slow toe design; *Ryder Cup II* golf balls. Complete line of golf bags. See separate listing for **Ryder Cup Fashions** golfwear.

Pro-Dyn features the *Pro-Dyn 2* as 1974 complement to its *Pro-Dyn 1*,

Acushnet just had the biggest sales increase in our history.

Thank you, old friends.

with investment cast stainless steel irons with over-hosel design and positive axis clubhead weighting in all weights and flexes.

R & M Golf Company. *RB 300* graphite shafted drivers with ring balanced sole plate; *Birdie 1* stainless steel investment cast putters, specially designed iron head exclusively for graphite. Also the *St. Andard Pin-seeker* line of irons and woods with over-hosel and in-hosel irons and heel and toe balance. All products are custom made.

Rainbow Sales—Yamamoto & Company, Inc., offers the *Skyway* golf ball with polyurethane cover and liquid center, along with a full line of golf-wear.

Ram Golf Corp. presents its *XL1000* investment cast irons and graphite shafted woods; drivers are 35 per cent lighter and have 100 per cent faster recovery than steel shafts, are torque resistant to help maintain clubhead squareness and intended line of flight at impact. Irons have more weight in

the head and hollowed back to widen the effective sweet spot. *Ram 3D* golf balls with Surlyn cover and *Ram Super D* with polybutadiene center. Ram will also show a full line of golf balls, deluxe and Sunday golf bags.

Rawlings Sporting Goods Company features a line of golf equipment.

Red Hot Putters, Inc., offers a line of golf clubs.

Royal Golf Company features its *Power Groove*, *Conswept*, *Royal Daisy* as new models for 1974. Woods are rear weighted with new Conswept design and fluted shaft, irons are investment casted with Conswept and concave design. Also exhibited are new *Durahex* range balls.

Shakespeare/Plymouth Professional Golf Div. New *Mach II*, *XLD* and *XL* club lines with Sigma and Alpha graphite shafts. Incorporating the new design capabilities of graphite fibers, these graphite-shafted clubs are designed to perform with maximum efficiency, using variables, such as flex

pattern, low shaft weight and low torque. *Stylist* golf balls, range and special imprint balls.

Sight-Line Industries features an all new line of woods, irons and putters for 1974.

Spalding Div. of Questor Corp. Introduces *Pro Flite* clubs with laminated wood head, lightweight shafts, heel and toe weighted irons with forged heads; *Touring Pro* with low center of gravity on irons to give more loft, forged steel heads; *Top Flite* for men with dynertial weighting system giving three dimensional effect, weight in heel, toe and sole for lower center of gravity; *Ladies Top Flite* with weight redistributed between toe and hosel, rounded top line. Also *Top-Flite*, *Pro-Flite* and *Dot* golf balls.

Tour-mate introduces a professional golf bag line with seven new models in 14 colors from \$30 to \$100. They are lightweight, brightly colored and strong.

Tri-City Company, Inc., shows its continued



It was the most successful golf ball introduction in history. At year's end, we had sold more Titleists—far more Titleists—than ever before. Of course, we had a couple of special advantages: We had a high-performance ball that plays like no other. And we had some high performance friends. Thanks.

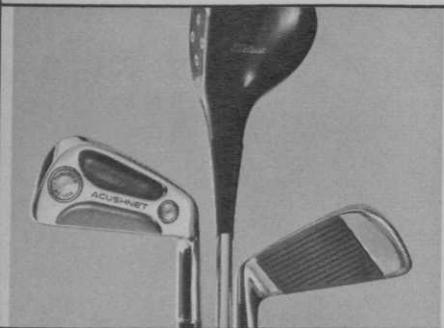
ACUSHNET SALES COMPANY 
Sold thru golf course pro shops only

Thank you, new ball

For more information circle number 193 on card

PGA

continued



Acushnet



Shakespeare

new club line featuring De Torque, a new engineering innovation that directs the energy of the stroke back through the clubhead to the ball instead of through the shaft to the hands of the hitter. Irons are investment cast and are designed to provide true weight and balance. Enlarged sweet spot area, graduated offset, coupled with an extra-wide flange, produce higher trajectory and longer ball flight, making play of long irons much easier.

Wilson Sporting Goods Company offers a complete line of clubs, bags and balls. Featured will be the new X-31 woods and irons with woods designed to eliminate both turf drag and to provide added loft, offering the proven Turfrider feature in 1974. A lower center of gravity also helps to increase power while helping to get the ball airborne. Irons have wider sole to concentrate more weight behind and below the ball at impact to get the ball up and out. *Graphite II*, featuring new graphite shaft, made under exclusive contract with Wilson and Walter Hagen by Babcock and Wilcox Advance Composites Div. Shafts have

new step-down design. The new *Ladies' 1200* model with fore-weighted woods and gravity center brought in line with the shaft for square impact and increased distance; irons are perimeter weighted with weight moved from hosel and heel toward the toe—to expand the sweet spot vertically. LD balls with Surllyn covers, rubber wound centers and polybutadiene cores. Complete line of Wilson golf bags in leather and polyurethane.

GOLFWEAR

Circle No. 103 on Reader Service Card

Adventures In Golf offers a line of golf apparel.

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

Bernhard Altmann, represented by **Spalding**. Featuring men's apparel, velours, alpaca and orlon sweaters, doubleknit slacks and sportcoats.

AMF/Ben Hogan Company features the *Gentleman's Shirt* by Ben Hogan with exclusive blend of DuPont Dacron polyester and Pima cotton creating the fabric for this new top line golf shirt, which retails from \$16 to \$19.

Stanley Blacker, Inc., represented by **Ernie Sabayrac**. Offers suits in doubleknit and sportcoats in popcorn knit and worsted wool flannel and hopsacking.

Bodin Knits offers polyester doubleknit wear, machine washable and dryable. Also blazers, vests, slacks and blouses that are interchangeable and color coordinated.

George Bonill Sales features golf apparel.

Brentwood Sportswear, represented by **Donald M. Temple** offers a complete line of men's four-button placket knit shirts. Also other styles.

Tom Brown & Associates offers a line of men's and ladies' apparel, including *Maxwell* men's slacks (\$22.50 to \$25) and *Gregg Draddy* ladies' fashions.

Buccaneer Mfg. Company features a

full line of men's and ladies' outerwear, with golf jackets, slickers and rainsuits offered along with women's action jacket with white kasha lining.

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.

Cezar Ltd., Parker of Vienna, offers cardigan, turtleneck and V-neck sweaters in shetland/mohair, alpaca, wool and doubleknit wool.

Champion Glove Mfg. Company makes leather golf gloves in half or full-finger. Also, golf caps and hats, socks, peds, towels and tennis gloves.

Classic Golf Shoe Company, showing a line of golf and casual street shoes.

John F. Cleary Company features a full line of golf apparel (distributor).

Coberknit, represented by **Ernie Sabayrac**, showing a complete line of wind and rainsuits including the *Circo Swing* golf jacket with shawl collar construction retailing for \$21. Fleece-lined warm-up suits.

Continental Textiles, Inc., features sweaters.

George Cook, Ltd., introduces *The Piper* doubleknit blazer in white with navy piping, navy with white piping, red with white piping. Represents also a complete line of ladies' wear, including: **Bodin Knits**, *Lori Bee Golfing Coordinates*, *Mr. Dinó*, *Booth Bay* shells and sweaters, *Barrie* cashmere sweaters from Scotland. Complete men's line of sportswear, including: **Thomson Sportswear** slacks, shorts and shirts, tennis shorts and shirts, *George Cook* doubleknit sportcoats and shirts.

David Crystal Company. See **La Coste**.

Derby Cap Company features men's and ladies' caps and hats.

Dexter Shoe Company introduces a complete line of golf shoes. All fully leather-lined with cushion innersole and lightweight sole. Also, a line of ladies' golf shoes with same character

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and with a saddle feature and square toe.

DiFini Originals and Knitwear offers *Comfortissimo*, the exclusive DeFini cotton-backed polyester fabric. New for '74 is a *Comfortissimo* shirt in solid colors offered with or without the DiFini signature embroidered on the sleeve hem. They also will bring DuPont's Qiana fabric to men's golf-wear in shirts and slacks. Augmenting the DiFini line of golf apparel will be tennis wear—*Comfortissimo* tennis shorts for men and three tennis dresses as well as a two-piece outfit for women. The outfit's skirt features a red and navy stitch motif on white.

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

Duckster Sportswear, a subsidiary of **Professional Golf Company**, will offer a wide range of waterproof, repellent and weather resistant outerwear. All *Duckster* rainsuits are 100 per cent guaranteed waterproof.

Edmont-Wilson features its *Super Grip* vinyl men's and ladies' golf gloves with a Velcro backing for \$3.50 and \$4, which are very durable and less expensive than leather gloves. Also a merchandiser display unit.

Equipoise introduces a complete line of graphite shafts for golf clubs.

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

Etonic, Charles A. Eaton Company, offers a full line of men's and ladies' active sportswear including golf and dress shoes, golf gloves and *Fred Perry Tennis* footwear; four-button placket with 4½ inch collar shirts-machine wash and dry; golf slacks in all Dacron polyester; shell and sleeveless blouses.

Fana Fashions offers an extensive line of doubleknit sportcoats.

Fitzroy Sportswear (Corbie Mfg.

Company), showing Fitzroy golf shirts and slacks.

Flip-It, Inc., Div. of Byer-Rolnick. Represented by **Ernie Sabayrac**. Offering men's and ladies' headwear.

Foot-Joy, by Brockton Footwear, Inc., introduces 70 new models in its 1974 shoe lineup: 13 new *Foot-Joy* men's golf shoes; 25 new street models; six new women's golf shoes; three new street shoes for women; four new tennis shoes; five new men's belt models; nine new *Ben Hogan* men's golf shoes and five new *Ben Hogan* women's golf shoes. All shoes feature flexible lightweight construction and Tungsten carbide tipped spikes. Waterproof golf shoes with new replaceable spikes.

Gean-Edwards, Inc., features a line of tennis and golf socks in orlon acrylic and stretch nylon combinations in an assortment of colors.

Golden International, Inc., introduces *Dura-Fab*, a new all-weather fabric golf glove, made of polyurethane and nylon, which absorbs perspiration. Has wide Velcro fastener that keeps the palm smooth.

The Golf Mart, Inc., distributes **Munsingwear** golfwear and *Eldorado* golf shoes.

Golf & Sport Headwear Company offers a line of men's and women's headwear.

Golf & Tennis Headwear offers a line of headgear, sunglasses, golf gloves, and golf socks.

Great Lakes Golf Ball Company distributes a line of sportswear, including headgear.

The Hadley Corp. offers a complete line of ladies' golf shirts and sweaters in placket, turtleneck and cardigan polyester, nylon and cotton/Dacron.

Harburt Corp. exhibiting a line of women's golf apparel.

Harvey Industries will exhibit a line of men's golfwear.

C. F. Hathaway Company offers *Hathaway Golf Classic* shirts in 100 per cent cotton lisle as worn by Jack

Nicklaus. Also *Golf Classic* sweaters.

Haymaker, by David Crystal, represented by **Ernie Sabayrac**. Featuring washable knit sweaters in cardigan piped trim acrylic available in V-neck and turtleneck. Also showing knit skirts.

Hill Star Corp. showing a complete line of golf shirts and slacks in doubleknit, woven, madras and seersucker. Hill Star represents *Lyle & Scott-Scotland* cardigans, pullovers and shirts and *Mailcott-France* pull-overs, cardigans.

Hornung's Pro Golf Sales, Inc., showing *Jockey* shorts, slacks, hosiery, sweaters and jackets. **Dexter** golf shoes; *Hornung* golf shoes.

Imperial Caps offers hats for men and women.

International Golf Accessories, Inc., distributes the *Allen Solly* line of golf leisure wear. Offers also imported cotton lisle shirts; *International* golf gloves; *John Pomer* golf and leisure slacks, and sports jackets; *Floppy* golf caps.

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. Pull-over style, color coordinated, knitted collar, cuffs and waistband. All-weather men's and ladies' golf apparel.

Izod, by David Crystal, represented by **Ernie Sabayrac**. Features a complete line of men's sportswear, including sports jackets in fine cotton corduroy, in burgundy, natural or brown. Also V-neck sleeveless pull-over sweaters. Slacks, tartan plaid, belt-loop styling, 75 per cent wool, 25 per cent acrylic doubleknit in navy, brown, burgundy or dartmouth green with gray. Shirts with new argyle pattern in four-button placket. Cardigan piped acrylic knit sweaters, also in turtleneck.

Jantzen, Inc., offers *Jantzen Open* leisure wear. Seersucker stripe, knit dotand mesh knit placket shirts coordinated with random cord 100 per cent polyester waistbanded trousers with dropped belt loops and angled

side pockets: 100 per cent polyurethane face with nylon back wet suit jackets and pants. Ladies' golfwear includes Dacron and polyester *Bits & Pieces* active jackets and shorts or skirts.

Jaymar-Ruby, Inc., features a complete line of golf and dress slacks from *Cary Middlecoff* and *Sansabelt* lines.

Johnston & Murphy Shoe Company features golf shoes for men and women and after hours street shoes, including the new *Medalist* in two patterns, retailing at \$32.95. *Lady Medalist* and after hours casuals.

Kamata-Ri American Corp. features a line of Velcro closure leather golf gloves.

Kasco Corp. will show golf gloves.

Kasuals, Inc., offers a complete line of men's full fashion slacks, belts and shirts.

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

Knits International offers a line of Austrian made Merino sweaters, *Wagner* doubleknits from the Black Forest, Italian active sportswear blazers and shirts.

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

La Coste, by David Crystal, features a line of doubleknit tennis, golf and street wear, including a perennial favorite, the placket neck, short sleeved shirt in knit.

Annie Laurie Originals features a complete line of ladies' hats, belts and handbags and jewelry boxes.

H. D. Lee Company features the *Pro-Line* knit collection of sweaters, shirts, slacks, jeans and shorts. Slacks have continental styling with gently flared leg, waistband of stretch elastic self-sizing Ban-Rol for extra comfort. Available in either 100 per cent texturized Dacron polyester doubleknit or blends of Dacron polyester and orlon acrylic for crisp, fresh look. Sweaters of orlon acrylic knitted in turtlenecks, V-neck and cardigan styles.

Lefcourt Imports, Inc., offers a line
continued on page 42

NOW HE'LL BELIEVE YOU WHEN YOU SAY HE DID IT WRONG.

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Hitachi's new motion analyzer MDM 1500 helps the pro pinpoint mistakes. It records and stores up to fifteen still pictures. When you press a Quick Monitor button it recalls these pictures. Either one by one or in any sequence. The pictures remain until you erase them.

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PGA

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of straw hats, shawls, capes and belts.

Leon Levin, represented by **Donald M. Temple**. Features a ladies' line of coordinated sportswear, including skirts of 100 per cent texturized polyester and 50/50 blends of polyester and cotton.

E. J. Manley Company offers double-knit and coordinated knit shirts under the name of *EJM Men's Casual Sportswear*. Manley represents **Quantum**, **Texace**, **Westwind**, **Pringle**, **Gold Crest**, **Ajac** gloves, **Ster'l Dri** hose and **Dexter** shoes.

Mayflower-Medalist, Ltd., showing the *Dorset* line of golf clubs with investment cast irons and putters. Also showing jumbo size Cannon towels in four separate colors. Mayflower distributes **Edmont-Wilson** and *English Tournament* golf gloves,

SunSport headwear, *Jockey* sportswear, and *Ring-It* retrievers, and *Ball shags*.

Monsoon Company offers highly coordinated golf, all weather garments, multi-colored golf jackets with seamless shoulders, windproof, waterproof and action styled. Matching coordinated pants.

Munsingwear, Inc., features its new *Model 2860* golf shirt of 100 per cent mercerized Supima cotton with full four button placket front. New line of men's cardigan sweaters of polyester and links knit. Complete new line of slacks with bolder print patterns.

Arnold Palmer Sportswear, Sports Editions, Inc., exhibits *The Arnold Palmer Active Sportswear* for men and women.

Needlecraft of Woonsocket, Inc., features a complete line of men's and ladies' rainwear including the *Turfer* nylon jacket.

Par Ace Glove Company offers a line of golf gloves, men's slacks, and headcovers.

Parker Glove, Division of Mohawk Recreation Products, will show a line of golf gloves with Velcro closure design for finest fit.

Par-Mate features a vast golf glove line: men's, men's cadets, ladies', ladies' cadets, rights, youths, extra short or extra long and extra extra-large. Over 25 styles to choose from, including hard-to-get suedes.

H. Paterson Sports, Ltd., offers a full line of golf clothes.

Paxton Sportswear, represented by **Donald M. Temple**. Men's doubleknit slacks and sportscoats.

Fred Perry Sportswear, Ltd., offers a full line of golf apparel.

PGA-Victor Ryder Cup Fashions. Offers a complete line of men's and ladies' golfwear, including slacks with belt loops or extension waistband,

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moderately-flared legs in every style, deep, easy-access pockets, style-conscious doubleknits, sufficient leg length for cuffs. Shirts, fully absorbent, permanent press, comfortable stand up collar that also looks great under a sports jacket, no shrinkage. Skirts in many colors, in wrap around style and button throughs.

Pringle of Scotland offers men's sweaters in cashmere with long sleeves, no pocket cardigan and pullover with v-neck.

Pro-Shu Company, Inc., presents its shoe model with *Adjusto-Velcro* fastening and waterproof feature. Men's retail for \$27.50 and are offered in three tri-color combinations—black/gray/white, red/white/blue and brown/tan/white. Ladies' *Adjusto-Velcro* models come in solid white or red/white/blue.

Lilly Pulitzer, Inc., offers a varied line of men's and ladies' sportswear featuring cotton lisle shirts and polyester and combed cotton slacks and skirts.

Puritan Sportswear Corp. offers the Gary Player insignia in the *Fliteway Drive* Dacron/polyester/combed cotton shirt. In sport sleeves with long-pointed collar, placket pullover. *Flite-trim* trimmed, short-sleeve, crew neck pullover. All are machine washable.

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

Rainbow Sales Yamamoto & Company, Inc., showing a line of rain gear with comfortable air vent features, and a line of nylon jackets.

Reliable of Milwaukee offers *Glo Sox* headcovers with *Mighty Poms* (six inches in diameter), knit in frosted Creslan acrylic and nylon.

"Billie" Ross of the Palm Beaches features resort hats, bags and accessories to match.

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 sportwear; **La Coste** women's dresses; **Cezar**, **Parker of Vienna, Inc.**, **Parker**, and **St. Joseph** imported woolen sweaters, and **Varela Slacks Inc.**, hand-tailored sportcoats and slacks.

Sahara Slacks, offers custom care slacks in doubleknit called *Patchwork* and saddlecut in polyester, wool and doubleknit.

Bill Scatchard distributes apparel for **Fana Fashions, Ltd.**

Scotch Bonnet, Inc., features hats for women.

Mort Silver Associates, Inc., **The Silver Fox Sportsman**, features a line of men's and ladies' cardigans and men's sport shirts in Arnel and polyester with raglan sleeve.

Ski Line Industries makes a line of golf apparel.

David Smith, Inc., offers a complete line of color-coordinated ladies' and now men's line of active sportswear, consisting of color-coordinated polyester and polyester/cotton shirts and slacks. Shirts feature four-button placket, five-button placket, or zipper placket and retail from \$14 to \$19. Slacks range from \$32 to \$38.

E. J. Smith & Sons Company represents **Munsingwear** and **Mr. Links** sportswear; **Cali-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 offers golf socks and peds.

Star-Grip Glove Company offers 39 sizes of gloves for men and women with adjustable Velcro tightener across the back of the hand. Available in wide variety of color and color combinations.

Stylist Company offers a complete line of dresses and golf shoes—*Bonilla Originals*—shirts for golfers, **Monsoon** color-coordinated weatherwear for golfers; **Jaymar** slacks, *Sansabelt* slacks, and *Cary Middlecoff* slacks, *Gene Edwards* peds, *Stylist's* own quality socks in solids and stripes.

Stylo Matchmakers International, Inc., features men's and ladies' golf shoes and golf gloves. *Rembrandt* series made in Britain, available in leather and man-made materials, with full length cushion innersoles, leather quarter linings and injection-molded soles and heels; also ladies' leather upper golf shoe with waterproof molded sole, replaceable spikes. Specially designed in Italy and made in England. Available in all white with black trim or all white with blue trim.

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 bulward two-ply fabrics in golf hats and caps. Also featured are predominant use of lock-stitching. *Noswett* sweatbands.

Thomson Sportswear, represented by **George Cook, Ltd.**, showing their *Tee Off* line with patch madras, screen prints, *Indean* madras, madras plaids in slacks with tapered, straight or flared bottoms and coordinated knit shirts. Also offering texturized polyester and linen and polyester and cotton blends.

Town Talk Mfg. Company features a complete line of men's and ladies' headgear. In doubleknit, broadcloth and poplin fabric, all treated with Scotchgard finish and offered in a variety of colors.

Varela Slacks, Inc., represented by **Ernie Sabayrac**, features handtailored sportcoats and slacks.

The Voyager features complete new line of ladies' golfwear, including tops, shorts, pants, skirts, culottes, golf dresses—completely color coordinated and all in polyester knits.

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Whimsicals, Div. of Penn Valley, Inc., offers line of ladies' golf skirts, shirts and slacks.

Jerry Wolf Associates, Inc., offers a full line of popular priced shirts, ranging in retail from \$11 to \$16, in polyester and cotton prints—woven, and knits.

GOLFING ACCESSORIES

Circle No. 104 on Reader Service Card

Allsop Automatic, Inc., showing a line of shoe merchandisers and putter racks.

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

Cherokee Shaft Guard exhibits 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 makes a line of awards, prizes, trophies, plaques, accessories, jewelry, novelties, bag tags, tee markers, club crests and emblems.

Delmas Creative (Golfmasters) presents original creations in golf motif jewelry, French enameled crests, special order merchandise.

Eastern Golf Company makes a line of driving range equipment, nets, balls, bags, clubs, signs, hats and caps, gloves, shoes, crests and emblems, carts, display fixtures, grips, score-cards, bug killers.

Gold Crest, Ltd., offers a full assortment of crests, jewelry, glasses, blazers, accessories, awards and teaching aids.

S. I. Jacobson Mfg. Company fea-

tures golf bag *Carry-All* in-flight bags of vinyl-coated cloth. Also, two suiter, duffle bags.

Miller Golf Company offers classic pewter golf statues, silver tournament awards, *Carry-Alls*, clocks, golf mittens, golf towels, deluxe golf bag tags and labels, tournament key tags, ball markers, tees and vertical bag racks for storage.

Old Golf Shop, Inc., offers golf prints, framed or unframed, antique clubs, golf books, golf memorabilia, golf shop fixtures, ball dispensers and glove organizers.

Pegie by the Sea Originals features golf and tennis jewelry, sportswear, handbags, motifs.

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

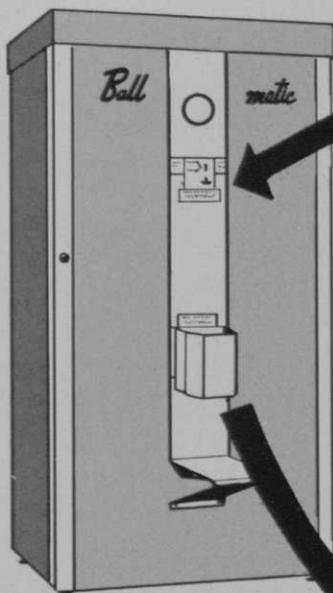
Scott Mfg. Company makes bag covers, shoe bags, range bags, duffle bags, *Par Shot* markers.

Stuart Specialties offers golf balls, putters, umbrellas, gloves, windbreak-

continued on page 47

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from page 45

ers, headcovers, hats, pull carts, club cleaners, shirts, towels.

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

PRO SHOP, RANGE SUPPLIES

Circle No. 105 on Reader Service Card

Acme Iron Works, Inc. (RAC/Me Golf Bag Storage Racks) presents a line of golf bag storage racks with plastic tips to keep golf bags in separate compartment. Racks are constructed of rigid, cold rolled steel and are designed for ventilation and aisle cleaning.

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.

Golf Shop Service Company, Division Hibbert Company, offers golf shop supplies, stationery, business forms, bag tags, inventory control, merchandise bags.

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.

Hornung's Pro Golf Sales, Inc., offers coin-operated club cleaning equipment, golf bags, balls, carts, crests and emblems, driving range

equipment, gloves, grips, hats and caps, headcovers and jewelry.

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., offers solid range balls imprinted with club's name.

Sai Corp. offers computer handicap service.

Score With Northup, manufacturers' rep, featuring tees, ring retrievers, bag jackets, clubs, gloves, knit covers, tags, and sportswear.

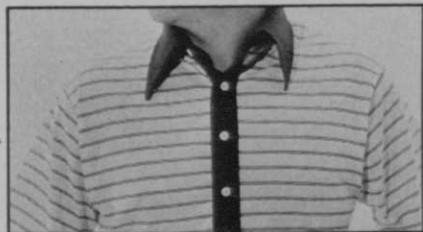
Wittek Golf Range Supply Company offers a line of golf ball dispensers, pickers, washers and driving range equipment.

BEN HOGAN ENTERS APPAREL FIELD WITH NEW SHIRT LINE

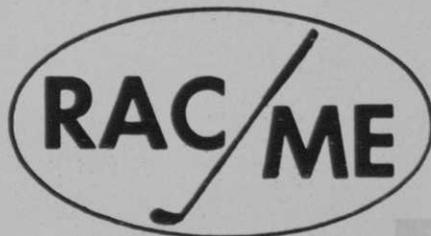
FORT WORTH, TEX.—A new offering for the golfer's wardrobe is the Gentleman's Shirt by Ben Hogan, which features a fabric that combines the drip dry characteristics of 65 per cent Du Pont Dacron polyester with the moisture absorbency of 35 per cent long-staple Pima cotton.

The shirts signal a product diversification for the AMF/Ben Hogan Company, which supplements the company's well established line of fine golf equipment with quality golfwear.

Currently being supplied in 15 color and pattern knit varieties, the new merchandise includes solid color models in white, burgundy, light blue, maize, toast and navy, plus a choice of horizontal wide or narrow stripes or geometric prints.



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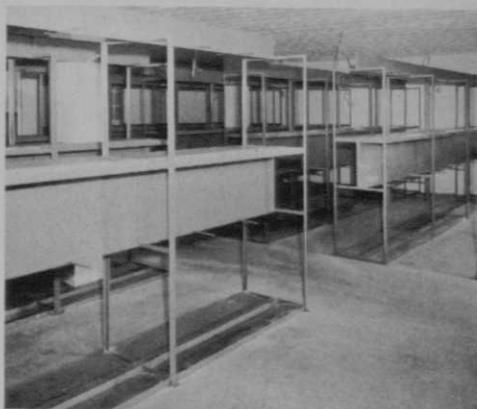
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PGA

WHAT TO DO AND SEE IN

by DICK LUNDIN

OUTDOOR EDITOR
THE NEWS TRIBUNE
FORT PIERCE, FLA.

Port St. Lucie

Once again, it's that time of the year when the Professional Golfers' Assn. of America holds its annual Merchandise Show and January tournaments. This year the PGA is staging the events at the St. Lucie CC in the beautiful resort area along the North Fork of the St. Lucie River, between Fort Pierce and Stuart, Fla.

The January 9 to February 3 series of events consists of: Age Group and Stroke Play on the Saints and Sinners Courses, January 9 to 10. Stroke Play on the Sinners, January 11 to 12. Senior-Junior Best Ball on the Saints and Sinners, January 14 to 17. Quarter Century Club Championship on the Sinners, January 19 to 20. Qualifying Match Play Championship on the Saints and Sinners, January 22; Match Play Championships on the Sinners, January 24 to 28. PGA Seniors 36 and 72 Holes on the Saints and Sinners, January 31 to February 1; PGA Seniors 72 Holes on the Sinners, February 2 to 3.

Golf Director LeRoy Phillips of the General Development Corp., a Miami-based area developer, reports that the annual PGA show will be held January 26 to 29 during the PGA Match Play Championships.

For the show, Phillips explained, there will be two large 150- by 300-foot tents and a smaller tent for the food concessionaire. All will be located on Morningside Blvd., adjacent to the 18th hole of the Sinners course, close to the river.

The show is expected to attract about 300 or so exhibitors of just about



anything in the way of playing equipment or apparel that a golfer could want.

The show returns to the St. Lucie CC for the first time since 1963, Phillips noted.

Chuck Johnson is the host professional for the resort.

The **St. Lucie Hilton Inn** has 168 rooms and there are 52 villas. Two 56-room additions are under construction, with occupancy of one expected in time for the trade show.

The St. Lucie Hilton CC resort area of 1,000 acres has a Great Hall dining room, two snack bars, a 19th Hole bar and a Saints and Sinners Lounge where entertainment is nightly, except on Sunday.

It also offers boat rentals, marine facilities, fishing guides and charter boats and a nearby shopping center.

Because of the club's proximity to Stuart, six miles to the south and Fort Pierce, 15 miles to the north, both of which are on U.S. 1, there is a wide variety of alternative places of lodging and meals and entertainment.

Included in this area would have to be West Palm Beach, about 50 miles south, either by the Florida Sunshine Parkway or down U.S. 1. In this luxury resort area, there is entertainment galore (Jai Alai and dog racing are two examples) and many fine restaurants.

For those professionals who are unable to get reservations at the plush new Hilton Inn with its well-appointed rooms and beautiful terrace view of the scenic North Fork of the St. Lucie River, or who prefer to just stay in the town,

there are any number of motels and hotels to accommodate them.

Some of the better known nearby places to stay include a **Holiday Inn** and a **Howard Johnson Motor Lodge** in Fort Pierce, about 20 miles away, the **Starlite Motel** in Fort Pierce, about 15 miles distant, a **Holiday Inn** and **Howard Johnson Motor Lodge** in Stuart, about 10 miles away, and a **Sheraton Resort Inn** on Hutchinson Island, some 12 miles distant.

For those with recreational vehicles, there is the **Badger Court Mobile Home Park**, about 10 miles away, **Bryn Mawr Compresorts** on Fort Pierce's North Beach, some 22 miles north, and **Venture Out** at St. Lucie Outdoor Resorts of America at Nettles Island and **Holiday Out** at St. Lucie, all near Jensen Beach, about 12 to 15 miles distant.

Air travelers, coming into the St. Lucie CC by private plane will probably land at the Stuart airport, about 10 miles south of the club. It has facilities for nearly any type of private

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For more information circle number 207 on card

ST. LUCIE continued from page 49

airplane. Those arriving by commercial air will come in at the Palm Beach International Airport, 50 miles to the south. There are two ways to go from the airport. Either take I-95 north to PGA Boulevard in North Palm Beach, and branch east to U.S. 1 or west to the turnpike.

Food is always uppermost in the minds of travelers, and golfers are no exception. Let's take a broad look at what is available for those who don't want to partake exclusively of the cuisine at the Hilton Inn.

Looking south and staying close by, there is the renowned **Frances Langford's Outrigger** restaurant in Jensen Beach, the **Crow's Nest** in Rio, **La Fonda** and the **Holiday Inn** in Stuart, the **Manatee Yacht Club** restaurant in Port Salerno and the **Sheraton Resort Inn** on Hutchinson Island, to name some of the more popular ones.

To the north, in the Fort Pierce area, are **Al DiVagno's** restaurant, **Tony Marco's Inn** and the **Hilltop** restaurant, all north of town; the **New England Oyster House**, **Frankie and**

Johnny's restaurant, the **Rialto** restaurant and the **Sun and Moon** Chinese restaurant in Fort Pierce and **Chambers' Steak House** west of Fort Pierce.

For those who don't mind going a few extra miles, Vero Beach, 15 miles north of Fort Pierce, has the **Ramada Inn**, the **Ocean Grill**, the **Driftwood Inn**, the **Menu** and the **Patio**.

Golfers who like to fish will find countless opportunities to gratify their desires in the immediate area, beginning with snook in the St. Lucie River.

There is excellent surf fishing for bluefish and Spanish mackerel. Hutchinson Island, the Jensen and Stuart bridges have good bottom fishing. Charter boat captains at Port Salerno and in Fort Pierce will take fishermen off shore for a day's fishing for sailfish, bonito, dolphin, wahoo, kingfish or grouper and snapper.

In January here, there is little chance of rain, although the weather can be a little chilly at times and quite windy. It's good sweater and jacket weather in South Florida, so come prepared. If lucky, professionals may find shirt-sleeve weather the whole time. □

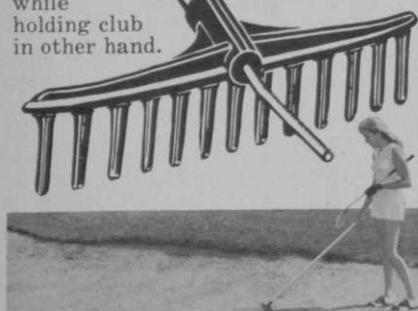
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ROYAL DAISY OFFERS FULL LINE FOR WOMEN

NEW YORK—Royal Golf Company has introduced the Daisy line of golf equipment to fill women's need for a full line of professional quality golf equipment designed just for them.

For years women have complained that golf equipment offered them was merely the cut-down version of the men's and that their golf bags never seemed to look feminine.

This equipment line, from golf balls to jackets, is designed to improve a



woman's golf game both physically and aesthetically.

The equipment was designed with investment cast stainless steel club-heads. Weight, length, and loft have been tailored to women's requirements.

The Daisy items are colorfully coordinated to please the woman's fashion sense. Up to now, women golfers have had to pick and choose golf equipment, clothes, and golf balls and bags from an assortment of brands. Now, with the Royal Daisy line, ladies can enjoy golf with colorful irons, shoes that are fashionable as well as waterproof, comfortable coats and jackets, and of course, attractive golf bags.

