

PGA

continued



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 *Titette* 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 Cicolac 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.

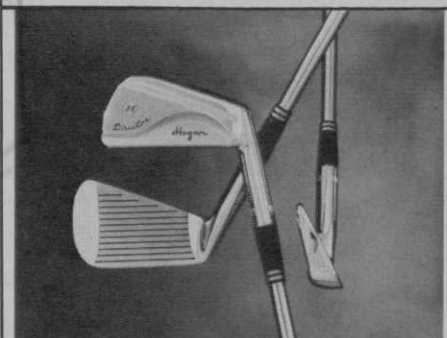
George Diehr Golf Repair features its line of handmade woods and putters.

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.

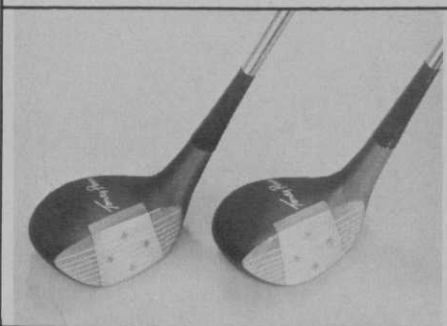
Dunlop Tire and Rubber Corp. shows a complete line of golf clubs, featuring: the new *Dunlop 7000* investment cast stainless steel irons and woods with Dynamic unitized shaft; *Bert Yancy* forged stainless steel irons with heel and toe weighting. Also, showing *Maxpower*, *Maxfli*, *Bob Charles* and *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 *Ultradyne 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-*

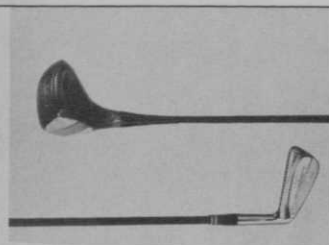
continued

PGA

continued



Hillerich & Bradsby



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 Surlin 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

continued on page 40