

# 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 Surlyn 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 outerware. 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.

It's not always easy for a golfer to know he's doing something wrong. Especially if he's been doing it wrong a long time.

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.

The Hitachi MDM 1500 can be hooked up to any TV camera and monitored through any TV set. Color or black and white.

Now the golfer can see what the pro sees.

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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 sportcoats.

**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,

*continued*

## U.S. Fiberwood CORPORATION

MANUFACTURERS OF... **Graphite-100**™

### HEADS



### SHAFTS

**GRAPHITE-100™** super-shafts are made with exclusively different fiber orientation producing maximum power and allowing minimum torque.

**GRAPHITE-PLUS™** shafts are made of a graphite composite to the highest quality standards—at a greatly reduced price.

**GRAPHITE-100** composite fiber heads are made to match the feel of persimmon—the consistent quality of Fiberwood and the magic of Graphite.

Made with or without sole plates—in blank form or custom made to your specifications. Driver heads now available—all other "wood" heads to follow soon.

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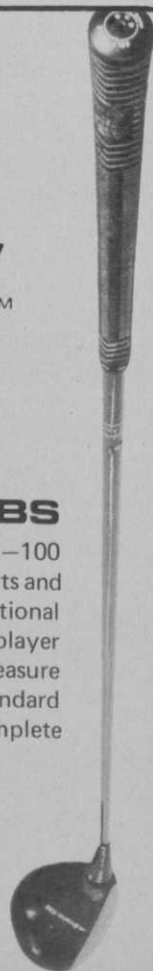
This entirely new **GRAPHITE-100** driver with Graphite-100 shafts and Graphite-100 heads is a sensational product which provides the player with the ultimate in golfing pleasure and performance. Made in standard lengths and swing weights—complete sets of woods available soon.

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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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# PGA

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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, scorecards, 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.

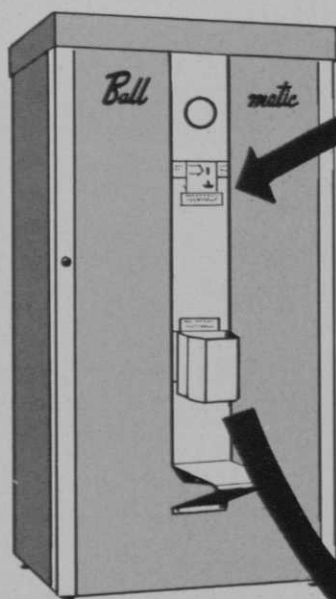
**Scott Mfg. Company** makes bag covers, shoe bags, range bags, duffle bags, *Par Shot* markers.

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

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# Automatic Money Maker

- Holds 5000 golf balls
- Actuated by coin, token or remote control
- Every ball is paid for
- Stops cash pilferage
- Fast accurate ball count
- Dispenses clean balls everytime
- Saves valuable Pro Shop space
- Decreases labor costs
- Ball-O-matic pays for itself



Here is why the all new, trouble free, Ball-O-matic 2E-03 golf ball dispensing machine is guaranteed 100% — innovative design, superior craftsmanship, rugged materials, reliable components, and modern manufacturing technology.

Wherever golf is played . . . Driving Ranges, Public Courses, and Country Clubs . . . installation of a trouble free Ball-O-matic greatly increases profits! Faster and more convenient customer service means extra bucket sales.



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