

Coming events

MAY

16—NCA educational seminar, club taxes, Lauderdale (Fla.) Yacht Club.

19—Rocky Mountain GCSA monthly meeting, Columbine CC, Littleton, Colo.

21-25—National Restaurant Association 58th Hotel/Motel Restaurant Show, McCormick Place, Chicago.

22-23—Southern California Turfgrass Federation meeting, San Luis Obispo CC.

29-June 11—National Golf Day.

JUNE

6—NRA educational seminar, people relations, Doubletree Inn, Seattle.

Midwest GCSA monthly meeting, Beverly CC, Chicago.

9—Indiana GCSA monthly meeting, Terre Haute CC.

Ontario GCSA Turf Plots, University of Guelph, Galt (Ont.) CC.

14—Mid-Atlantic GCSA monthly meeting, Sparrows Point CC, Baltimore.

21—NRA educational seminar, explore purchasing, San Diego.

26-July 1—NGF seminar for teachers and coaches, Singing Hills Lodge & CC, El Cajon, Calif.

28—Southern California GCSA monthly meeting, Anaheim Hills GC, Anaheim, Calif.

JULY

12—Indiana GCSA monthly meeting, Edgewood CC, Anderson.

Carolinas GCSA monthly meeting, Pinehurst (N.C.) CC.

Mid-Atlantic GCSA monthly meeting, Hunt Valley GC, Fallston, Md.

Heart of America GCSA monthly meeting, Lake Shawnee GC, Topeka, Kan.

17-22—NGF seminar for teachers and coaches, Hueston Woods Lodge, College Corner, Ohio.

18—NRA educational seminar, explore purchasing, Sheraton Plaza Hotel, Chicago.

19—NRA educational seminar, people relations, Kahler Plaza Inn, Orlando, Fla.

21—Rocky Mountain GCSA monthly meeting, Eisenhower GC, Air Force Academy, Colorado Springs.

25-27—Club Management Institute, personnel and club law, Washington, D.C.

26—NRA educational seminar, simplified baking workshop, Cleveland Marriott Inn.

31-Aug. 5—NGF seminar for teachers and coaches, Pine Needles Lodge & CC, Southern Pines, N.C.

AUGUST

4—Rutgers Turfgrass Research Field Day, Rutgers University, New Brunswick, N.J.

The Toney Penna Distance Ball. That's what it says on the box... that's what it "says" on every ball. Our main reason for developing Toney Penna DB was distance, distance enough to beat other leading balls. And when we tested our ball against five other balls, it did just that.

And we made our distance ball a durable ball,

so it wouldn't cut like the thin-shelled balata distance ball, left.

Finally, we gave it a great feel, much sweeter than the old rock-like distance ball, right.

Now, we could have called it a Toney Penna Durable Ball... or a Good-Feel Ball... but we wanted to let golfers know exactly what the Toney Penna DB was all about. So we named it for what it does best—distance.

| | AVG. CARRY (YDS.) | AVG. CARRY PLUS ROLL (YDS.) |
|----------------------------|-------------------|-----------------------------|
| Toney Penna DB (2-pc.) | 228.79 | 254.57 |
| Titleist Pro Trajectory | 229.26 | 252.50 |
| Wilson Pro Staff | 225.11 | 249.24 |
| Titleist DT | 228.01 | 249.16 |
| Spalding Top-Flite (2-pc.) | 220.57 | 247.12 |
| Dunlop Blue Max | 222.00 | 244.22 |

The chart, above, constitutes the results of tests which were conducted in Arizona on October 19, 20 and 21, 1976 by Nationwide Consumer Testing Institute, Inc. Each of 51 golfers hit three each of the leading brands of balls shown, using a driver off of a tee, and brand new balls. Carry, and carry-plus-roll were measured on each hit. Test details available from Rawlings Golf on request.

Toney Penna DB
by Rawlings

THE DISTANCE BALL



Distance is our middle name.



We'll go the distance.

When we sold out six months' production of Toney Penna DB golf balls in less than two months, a lot of pros wondered, "What are these guys made of? Are they going to start shipping less than the real thing just to keep up?"

Well, our answer to that is that the high standards of production which we have set for the Toney Penna DB will never be compromised, not even by overwhelming success. And the thousands of golfers who believe in the integrity of our ball will never be disappointed... not this season, not any season.

Through the ad above we're continuing to tell golfers everywhere about the Toney Penna DB, the different distance ball. And we'll continue to ship to you just as fast as we can.

We're very proud that our Toney Penna DB is a fast seller. But we're going to make very sure it's a ball that will go the distance, too.

Rawlings
GOLF

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