



## On September 1 we'll deliver our April promises

Back in April we had the pleasure of talking with many of you in person about our plans for 1964. We promised that you'd soon see the results of our NEW company management and NEW policies. We admitted the shortcomings of the '63 line we had inherited. You said you wanted the finest line of equipment that could be made.

On September 1, that's exactly what you'll see. Every single item is NEW: woods, irons, balls, gloves, bags, shirts, accessories. And each item was designed and developed in close cooperation with your own Emblem Specifications Committee of The Professional Golfers' Association. And only this line of equipment is qualified to carry the PGA initials. When you see these completely redesigned products we're sure you'll agree they are the finest available to the American golfer.

We will sell them *only* through golf professionals' shops. So we suggest you don't sign any orders for '64 until you see the NEW 1964 PGA line.

**PGA** GOLF EQUIPMENT CO.

