

structed to avoid breakdown. The cart features three wheel positions: 26" span for stability, 18½" width to fit paths and doorways, 8" compact fold-up; span is changed by pressure of hand or foot; nylon swivel grip.

Lemmer-Mayer has the C671/12 double-breasted alpaca cardigan hand-finished in Austria and knitted with selected prime alpaca wool. Company offers in-stock service on this model.

Shakespeare Co. has new Power-Mated II irons and woods with patented design. Irons are said to correct automatically for hooks and slices and to have slightly squared-off bases for better shot alignment. Woods have "rock-hard" fiberglass Power-Cores. Both feature Shakespeare's patented Fiberglass Wonder Shafts in medium, stiff and extra-stiff flexes.

Gino Paoli announces Glovella, a ladies' golf glove that is color-coordinated with the company's entire line of ladies' Bermuda shorts, culottes, skirts and knit blouses.

Wittek Golf Range Supply has a new Monolithic "solid" golf ball for both range and resale. It is regulation size and has a polyurethane finish. After two years of developing, testing and proving, it is guaranteed under normal usage against cracking, chunking and cutting and "to last until the dimples wear out," the company states.

Wilson offers its new X-31 wood with a new head design. More radius on the wood sole is said to allow the player to hit from tight lies with a more compact

hitting area; powerful Strata-Bloc heads are finished in ebony with cream and black Epoloc face inserts and are Aqua-Tite treated. New iron has broad oval sole and beveled leading edge principle; blade is longer and deeper, and "rocker" style sole permits ball to be hit easily from tight spots. Irons have Power-Groove shafts to minimize torque, increase accuracy.

E. J. Manley features its new A-330 Michael Davis registered golf bag, a 100 per cent water buffalo leather ladies' bag with alligator embossing. This platinum-colored patented bag has a ball pocket which resembles a purse, gold tacking.

Royal announces the Royal Plus, a new high-compression golf ball "with better feel, click and distance." The manufacturer states that it stays round and keeps white longer. Golf balls come cellophane wrapped in a display box, and are numbered from one to four.

DiFini Originals features a dacron and cotton golf skirt for women with two front patch pockets and a tie string belt of the same material. Coordinating blouse is a blend of dacron and cotton tailored

continued on next page



WILSON X-31 WOODS, IRONS



ROYAL GOLF BALLS



MANLEY GOLF BAG



DIFINI ORIGINALS



EATON GOLF SHOES



ALL STAR GOLF BALLS

PRIME SHOW

continued from preceding page

with a convertible sports collar and sweetheart sleeve. A dacron wool and lycra stretch slack for men is combined with a mock turtle neck Cape Cod shirt with short hem sleeve, two side vents in 100 per cent cotton heather pin stripe.

Charles A. Eaton announces the 'Gator Wings golf shoe Style 7552, which has uppers of simulated alligator in Corfam. Available in Everglades green and white, royal blue and white and vintage red and white. Official Staff Models have full glove leather lining, sew-in kilties, heel-to-toe cellulose air cushion inner-sole, flexible steel spike plate, Sure-Lock spikes, leather soles.

All Star Industries has a new range golf ball of top quality which was thoroughly tested at several golf ranges. Substantial savings are claimed for the ball, which has a solid rubber core and natural rubber cover.

Town Talk offers new golf caps, Model 095, which are said to be crush-proof, soilproof and adjustable. Made of 100 per cent cotton broadcloth treated with Scotchgard rain and stain repeller, all panels are interlined. Eggshell cloth sweatband is treated with Scotchgard and has interlined foam and backed with polyethylene to make it sweatproof.

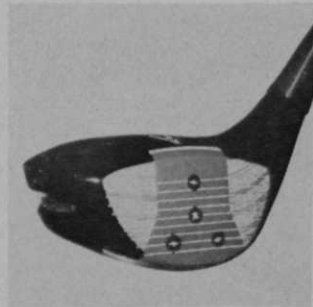
Motor Appliance features the Model 1505 MAC battery charger which is fully automatic and has been completely field-tested. Features include recessed timer for additional protection, pilot light indication, encapsulated transformer, double fuse projection on DC output, reduced shipping weights.

Ben Hogan announces the 8100 Speed Slot Persimmon, a new low-profile design in richly finished persimmon woods. Wood has Flash Reaction, shafts with True Flex Gradation plus Speed Slot toe channel to deliver greater distance and accuracy. New compact head has 1 1/2" deep face and loft of 12 degrees.

continued on page 66



TOWN TALK CAPS



BEN HOGAN 8100 WOOD
MOTOR APPLIANCE CHARGER



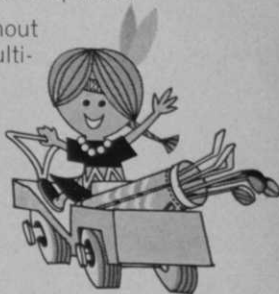
Forget about Pow-Wow batteries...

until you
install new ones.

Buy Gould Pow-Wow Batteries and forget about trouble. Forget about embarrassing breakdowns on the course. Remember how little each round it costs you to operate.

Gould Pow-Wow—it's built to take shock, vibration and abuse without a trace of tiring, without shedding any of its native drive. New, multi-cycle grids are 37% heavier to resist overcharge and abuse, last longer. Plates are 12% larger, give more power, more holes of worry-free performance.

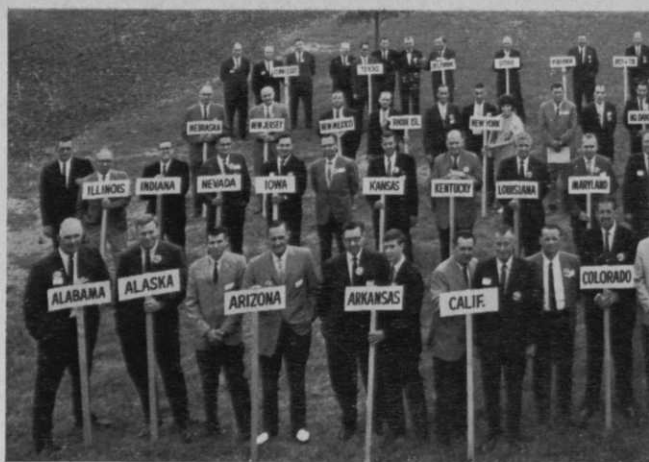
When we speak of Pow-Wow, we speak not with forked tongue. We back it with a 6-month's warranty, plus pro-rata guarantee, your guarantee of performance. Insist on the Pow-Wow battery—you can forget about—in your golf cars. Ask your golf car dealer for Pow-Wow. *Gould-National, Automotive Battery Division, First National Bank Building, St. Paul, Minnesota 55101.*



**BATTERY
POWER**

Associate member of American Golf Car Manufacturers Association

For more information circle number 144 on card



“MR. GOLF CAR” SELLS, LEASES CUSHMAN FROM COAST TO COAST

These are the men who make up the Cushman Distributor network, from Southern California to Maine. Wherever you go, these men are known as “Mr. Golf Car” because their place of business is truly golf car headquarters in each city. They’re the men who operate the golf car business as a *business*, not a sideline. They’re the men who have golf cars in stock, ready for delivery, ready for sale or lease. They’re the men who handle the nation’s fastest-selling line of golf cars—Cushman.

Mr. Golf Car is ready and eager to serve you in every way. He has the factory-trained servicemen constantly available to handle service problems. He’ll hold service schools for your employees if you wish. Cushman field service representatives are frequently in his place of business, helping his servicemen help you. This attention to service is one of the secrets of Mr. Golf Car’s success.

For more information circle number 182 on card



LF CAR” AND SERVICES GOLF CARS T TO COAST

The men you see pictured above prevent any Cushman Golf Car from ever becoming an orphan. Maybe you already know about “Orphan Brand” golf cars. Maybe you already know about fast direct-factory deals with no local dealer involved. Mr. Golf Car is involved in every Cushman sale. And he continues to be involved with that golf car as long as you have it. And on this honest, reasonable basis he’s selling more and more golf cars every year.

If you were selling golf cars, what brand would you prefer to sell?



TRUST THE MAN
WHO WEARS THIS BUTTON

CUSHMAN MOTORS

920 N. 21st St., Lincoln, Nebraska
A DIVISION OF OUTBOARD MARINE CORP.

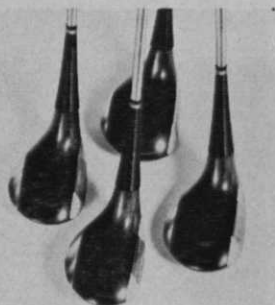
920



ACUSHNET HEADCOVERS



COLUMBIA PARGO CARLEĐA



SPALDING ELITE WOODS

PRIME SHOW

continued from page 62

Acushnet offers the Model GN headcover, a full-length head cover hand-somely designed with cowhide front panel and matching naugahyde back. Overall design encompasses shadow, number and embossing shield. Individual's names can be embossed at no extra charge. Minimum order is 24 sets of four.

Columbia Car features the new Pargo Carleđa, a one-passenger car which is said to have smooth, safe ride for its single occupant.

Spalding announces Elite Woods in which the rich black walnut finish of the woodhead is complemented by the satin brass back weight. This set of woods is based on the patented design of the Elite iron. Select northern hardwoods are used in the laminated heads; brass weights and sole plates are fitted and shaping is precision controlled.



1967 CLUB CAR

HILLERICH & BRADSBY WOOD

Kunik Kasuals features a men's knit shirt with bat-wing sleeve. This V-necked durenne-cotton knit shirt has random vertical stripes and is available in combinations of cranberry-white, black-white, navy-white, light blue-white and also yellow-white.

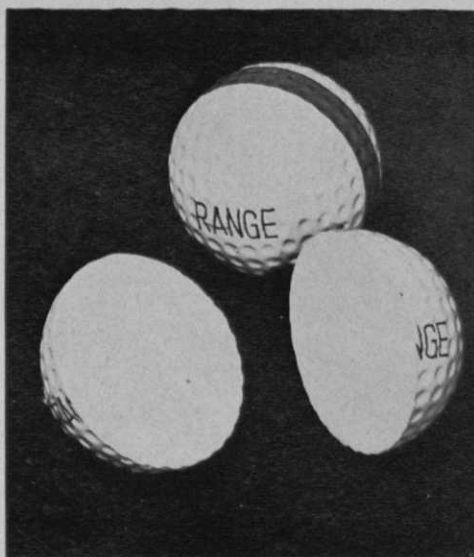
Atlantic Golf Equipment offers Sand-O-Flex, an abrasive wheel for repair shops that works equally well on metal, plastic, rubber and wood surfaces—flat or contoured. It operates on 1/3-h. p. bench motor, drill press, flexshaft or 1/4" hand drill. Turning index knob feeds out new abrasive strips when needed.

Club Car announces a brand new car for 1967 with many changes and a new silhouette. There are 15 changes for safety and comfort, including widening

continued on page 63

KUNIK MEN'S SHIRT





Range Balls

WITTEK'S new "SOLID" range balls have been subjected to 2 years of exacting tests, to insure a most perfect performance.

A ball that is virtually indestructible and **GUARANTEED** not to chunk, crack or cut, under normal usage.

Each ball is finished with 3 coats of our "Unibond" polymer finish to insure a white that stays white.

Built to meet U.S.G.A. specifications. Available in all "SOLID" yellow.

Manual Golf Ball Dispenser

For Driving Ranges and Country Clubs
Designed and built by Wittek, and
tested over a 2 year period.

The ultimate in simplicity: A minimum of moving parts. Eliminate
"down" time and costly repairs.

Dispenses from 25 to 50 balls for 50¢
One year warranty.



Write in for additional information on above items

WITTEK GOLF RANGE SUPPLY CO., INC.

3650 Avondale, Chicago, Ill. 60618

For more information circle number 163 on card



E-Z-GO GT-7 TRUCK

CUSHMAN 1967 TROPHY

IZOD ODLO JACKET



PRIME SHOW

continued from page 66

of seat, wrap-around bumpers and automatic reverse warning buzzer. A storage area has been built into the fiberglass body, and new optional two-pedal and steering wheel cars are available. Lighter weight enables car to deliver 96 per cent of battery power directly to rear wheels with patented transmission.

Hillerich and Bradsby features the 1967 Power-Bilt Citation Wood Model 313, an ebony finished wood with powerized treated solid persimmon head and Cylolac face insert. Club has power-weighted brass back, Duo-Power chrome shaft. Cushion Form Super-Tack leather or rubber grip. All woods are Master-Matched for balance and uniformity in swing feel.

Atlantic Products Sales offers Space-Mate, a new carry bag to carry golf attire. It holds enough clothes for a long week-end and is easy to carry, fits under seat of aircraft or in club locker.

Izod announces the Odlo jacket, a 100 per cent stretch nylon jacket for golf and leisure wear.

Harley-Davidson offers its 1967 Model D gas and Model DE electric golf cars. Electric model has batteries that last twice as long, cost 40 per cent less to keep charged. Gasoline model is 50 per cent quieter—63 decibels; engine is mounted at rear axle; vibration is reduced.

Cushman announces the Trophy, a luxury golf car that offers four-wheel stability, automotive steering and suspension system that delivers a smooth ride. Automatic seat brake is standard. Available with electric or gasoline power.

E-Z-GO offers a gas maintenance truck with 1,200 lb. capacity, fertilizer resistant bed, dump body, which rides two persons. Accessories include a low range differential, PTO, spray and seeding equipment, windshield and canvas enclosed top. Truck has steering wheel and lights, front and rear. ●

LIST OF PGA EXHIBITORS

ALL STAR INDUSTRIES
10 W. 33rd St., New York, N. Y.

COLUMBIA CAR CORPORATION
P. O. Box 336, Charlotte, N. C.

CUSHMAN MOTORS
921 N. 21st St., Lincoln, Neb.

DERBY CAP MANUFACTURING COMPANY

700 W. Main St., Louisville, Ky.
CHARLES A. EATON COMPANY

147 Center St., Brockton, Mass.
GOLFCRAFT, INC.
Escondido, Cal.

GOLF DESIGNS, INC.
Westminster, Mass.

LAMKIN LEATHER COMPANY
406 N. Aberdeen St., Chicago, Ill.
LEMMER-MAYER COMPANY, INC.
286 Fifth Ave., New York, N. Y.

MILLER GOLF COMPANY
Pond St., Randolph, Mass.
MOTOR APPLIANCE CORPORATION
8301 Maryland Ave., St. Louis, Mo.
ARNOLD PALMER COMPANY
Chattanooga, Tenn.

continued on page 70

Choose the ROSEMAN MOWER that You Prefer

A ROSEMAN GANG MOWER FOR EVERY NEED

Whatever your mowing problem . . . from smooth championship fairway turf to high-cut roughs or mowing dew-covered wet turf in the early morning or at night . . . there is a Roseman Gang Mower designed to mow your turf areas efficiently and beautifully and at least possible cost. Models are available in Hollow Roller and Wheel types and in 3, 5, 7 and 9 gang sizes.

Elimination of hand trimming, improved turf, non-breakable construction and lowest annual upkeep costs are added Roseman bonus features.

Write, phone or mail the attached coupon for descriptive literature, prices and availabilities — AND MAKE YOUR NEXT GANG ROSEMAN!



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2300 W. Lake Ave., Glenview, Ill., U.S.A.
Nation-Wide Sales and Service



**Roseman Mark IV
Hi-Speed-Reel
Hollow Roller Drive
Fairway Mower**



**Roseman
Hi-Cut
Rough Mower**



**Roseman
Hollow Roller Drive
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ROSEMAN Mower Corp.

2300 W. Lake Ave., Glenview, Ill., U.S.A.

Please send me literature, prices and availabilities on Roseman Gang Mowers. I am especially interested in the following models:

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| <input type="checkbox"/> Mark IV
Fairway Mower | <input type="checkbox"/> Hollow Roller Drive
Fairway Mower |
| <input type="checkbox"/> Rear Wheel Drive
Fairway Mower | <input type="checkbox"/> Hi-Cut Rough
Mower |

Name

Position Club

Address

City State

MAIL THIS COUPON TODAY!

For more information circle number 107 on card

PGA EXHIBITORS

continued from page 68

PURITAN SPORTSWEAR

510 Moss Ave., Clearwater, Fla.

RAM GOLF CORPORATION

Pontolac, Miss.

ROYAL GOLF EQUIPMENT SALES

1230 Sixth Ave., New York, N. Y.

ERNIE SABAYRAC

1045 E. 16th St., Hialeah, Fla.

WESTINGHOUSE LIGHTING DIVISION

Cleveland, Ohio

ANGLO BURTON CORPORATION

Middlefield, Ohio

Crookshank golf clubs.

Arthur Bender, vice president, general manager;
William F. Miller, board chairman.

ASHER & MANHATTAN SHIRT COMPANY

1271 Sixth Ave., New York, N. Y.

ATLANTIC GOLF EQUIPMENT COMPANY

4210 S. Dixie, West Palm Beach, Fla.

Ball-O-Matic machines, Allison Pickers, all range
and course equipment, Caddy Cooler, pro shop re-
sale items, Double Eagle products.

Rick Alford, president; Mary Lou Alford, secretary;
Bill Clampett, Jack Jamison.

ATLANTIC PRODUCTS

Trenton, N. J.

Golf bags, luggage, golf clubs.

Jack Murray, vice president; Howard Renshaw,
Jim Lavery, Joe Nowicki.

AUBUCHON-CARNAHAN SALES

Bridgeton, Mo.

MICHAEL B. BENDER LTD.

35 Steven Dr., Hewlett, N. Y.

D. S. BRADLEY, INC.

P. O. Box 66, Marblehead, Mass.

BROCKTON FOOTWEAR, INC.

144 Field St., Brockton, Mass.

Foot-Joy, Ben Hogan golf shoes for men, women.

Ben Stone, president; William E. Tarlow, vice
president; Richard N. Tarlow, treasurer.

BUCCANEER MANUFACTURING COMPANY

144 Spencer St., Brooklyn, N. Y.

BURTON MANUFACTURING COMPANY

P. O. Box 351, Jasper, Ala.

Burton golf bags, "Perfect-Match" head covers,
golf luggage.

Max A. Ziegler, sales manager; J. R. Burton, Jr.,
president, Bill Zylstra, Orv Parsons, Loch Lowman.

ACUSHNET PROCESS SALES COMPANY

P. O. Box B-965, New Bedford, Mass.

Titleist golf balls, Acushnet golf gloves, head
covers and Bull's Eye putters.

L. Dean Cassell, sales manager and three sales
representatives.

ALLIS-CHALMERS SPORTS PRODUCTS, INC.

Box 471, Harvey, Ill.

Gasoline and electric powered golf cars.

L. B. Jackson, sales manager; G. B. Crawford,
plant manager.

ALL STAR PRO GOLF

120 S. Main St., Clarion, Iowa

Clubs, bags, balls, hats, carts, putters.

Clark Holthaus, owner; Jack Johnson, sales mgr.

AMF/BEN HOGAN COMPANY

2912 W. Pafford St., Ft. Worth, Tex.

Wood clubs, iron clubs, putters, golf bags, car-
ry-all bags, shag bags, head covers, umbrellas,
gloves, golf balls.

Lyne A. Price, vice president-sales and 14 dis-
trict managers.

CALREE COMPANY

555 Grand Ave., Baldwin, N. Y.

CHICO'S TOMAHAWK GOLF PUTTERS

1476 N. E. 130th St., Miami, Fla.

Tomahawk golf putters.

Chico Miartuz, partner; Chuck Kozak, partner-
manager; Bob Shave, Jr., partner; Shirley Allen,
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CLUB CAR, STEVENS APPLIANCE TRUCK

Norton Rd., Augusta, Ga.

Electric golf cars.

W. P. Stevens, Jr., general manager; Robert
Balfour, sales manager; Danny Williams, sales rep.

GEORGE COOK LTD.

6310 S. W. 65th Ave., Miami, Fla.

Mr. Dino, Foxcroft blouses, Universal sweaters,
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Jerks socks and sportswear, Thomson men's slacks
and shorts, Enro shirts and sportswear, custom made
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George A. Cook, president; Lorraine Cook, vice
president and treasurer; Paul Smith, Vince Szalai,
Frank Higgins, salesmen.

H. COSTER ELECTRIC CAR COMPANY

4499 W. Minnesota, Indianapolis, Ind.

Rebuilt golf and industrial vehicles.

Harley G. Coster, board chairman; George L.
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district managers.

OTEE CRISMAN PUTTER COMPANY

205 Faulk Avenue, Selma, Ala.

Otee Crisman handcrafted golf putters.

Otee Crisman, owner.

CROSTON & CARR COMPANY

72 Summer St., Boston, Mass.

Blazers, sportcoats, custom made crests, ties.

William W. Croston, president; Frank P. Murphy,
sales manager.

DATONO PRODUCTS DIV., DAYTON STENCIL

111-13 E. Second St., Dayton, Ohio.

DIFINI ORIGINALS, INC.

367 Southern Blvd., New York, N. Y.

Complete lines of men's and women's sports-
wear.

Jack Lust.

DISPLAY CREATIONS

Hialeah, Fla.

DUNLOP TIRE & RUBBER CORPORATION

500 Fifth Ave., New York, N. Y.

Golf and tennis equipment.

V. H. Clay, vice president; P. R. MacDonald,

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