

There's a lot riding on a ball when U.S. Open Champ Lee Trevino tees it up in a major tournament.

That's why the fact that Lee plays the Faultless Ball means more to us than the nice words he has to say about it. But Lee likes to talk golf almost as much as he likes to play it. And lately he's saying things like

"That ball's as long—or longer—than anything I've ever played!" Or, "You can't wear 'em out. All you can do is lose 'em!"

Certified tests prove Faultless is everything Lee Trevino says it is. But certified tests make dull reading, compared to the way Trevino tells it and plays it.

The Faultless Rubber Division of Robert Laboratories.



Trevino chooses a ball as if his living depends on it.



Finishing in the money is Lee Trevino's bread and butter. So when he uses the virtually indestructible Faultless in tournament play, it's not just because they last longer. But there are still doubters. Lee tells about one.

"There's this pro—and I mean he never even played a Faultless—

he doesn't feel right... doesn't feel right... and there's nothing wrong with it. I bear with it for a long time. I mean I don't think that ball he'd never seen before. That Faultless turned out to be just a dud. I mean... but I lose."

Let the message?

The Faultless Rubber Division of Robert Laboratories.



Trevino plays to win. Trevino plays the Faultless.



Professional golfers like Trevino and Elder endorsing the Faultless solid ball is one thing. But when they go out and use it, too, in bread-and-butter tournaments—well, that's the kind of thing that'll sell a lot of golf balls for you.

So we're putting our money on our biggest, most exciting advertising campaign ever to make sure the Faultless story gets to everyone who swings a club.

Take a look at those eye-catching 4-color ads. (Hard to ignore, aren't they?) Each one features Trevino or Elder talking up the Faultless—selling it like no ball has ever been sold before.

Faultless outdistances the other leading tournament balls.

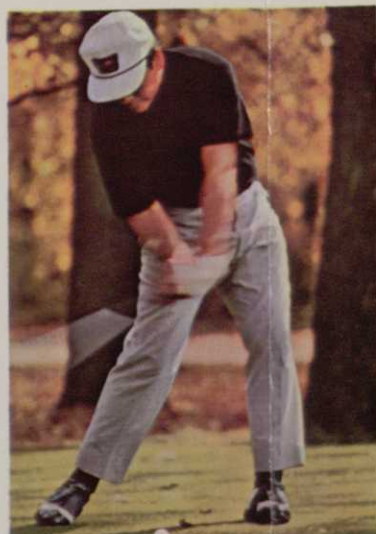
Trevino and Elder know what they're talking about when they tell your customers about Faultless distance, accuracy and longer playing life. Certified tests prove it.

Using our precision 2-ton hitting machine, we conducted a series of distance tests in June, August, September and October of 1968. In each test we hit a dozen Faultless balls along with a dozen of the top conventional tournament balls. The machine's 6-foot hitting wheel was set at 325 rpm's.

Some of the tests came out about even. Faultless was behind the leading ball once by 3.6 feet, and another time by 21 inches. But the rest of the time Faultless led them all by margins up to six yards. Of the 48 balls tested for each brand, Faultless averaged out as the longest ball.

Brand A	199.9 yds.
Brand B	196.9 yds.
Brand C	197.8 yds.
Brand D	200.1 yds.
Brand E	196.8 yds.
Faultless	201.8 yds.

And because Faultless is a solid ball, there's nothing inside to get out of round or balance. So it's more accurate. Cut-proof, too. A Faultless ball is virtually indestructible.

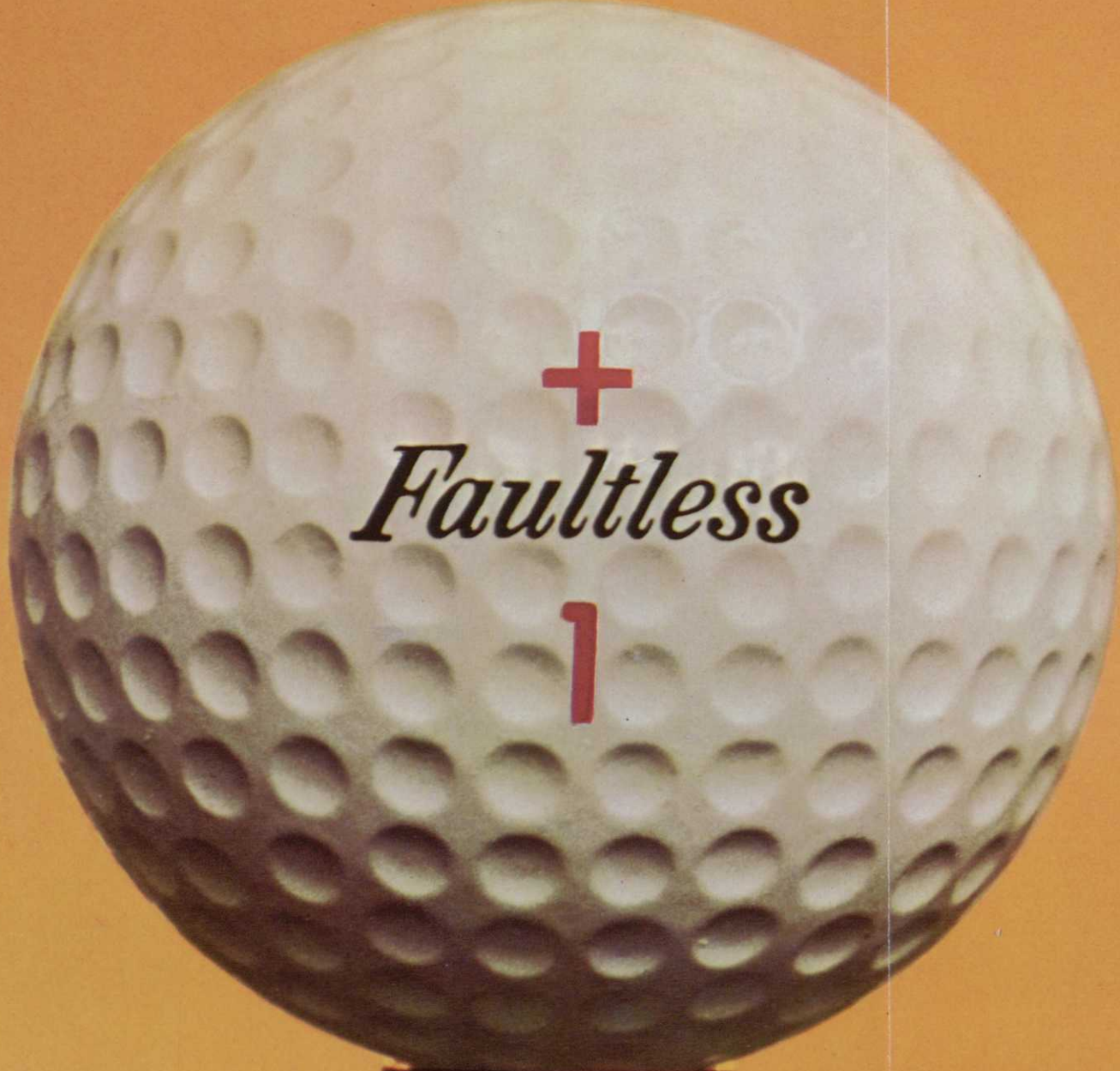


We have a ball helping Lee Trevino make money.

A solid ball.
Lee Trevino, the Open Champ, doesn't just endorse the Faultless. He plays it—for big money.
That ball's as long—or longer—than anything I've ever played, Lee says. Certified driving tests prove he's right.
Faultless is virtually indestructible, and it stays on time because there's no core inside to get out of balance.
It's like hitting a new ball every time you swing. Even if you're not Lee Trevino.

The Faultless Rubber Division of Abbott Laboratories.





+

Faultless

1



84 Insertions in leading publications.

You'll find out about our bigger-than-ever advertising campaign just about every time you pick up a magazine. Take a look at the line-up. Sports Illustrated.

Esquire. Time. Golf. Golf Digest. Golf World. Senior Golfer. Rx Sports and Travel. And the Wall Street Journal.

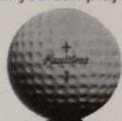
We're not going to miss anybody in the market for a golf ball.

Plus "Trevino Says" newspaper ads in 51 major markets.



Trevino says

Cold Weather Golf—"Don't let a conventional ball throw you off your game in cold weather. The ball I recommend is the Faultless solid ball. It has enough whomp for winter driving. In fact, it flies off the club the same sweet way it does in the summertime. And that's something, because tests prove Faultless gives you as much distance as any ball you can play when the season's on."



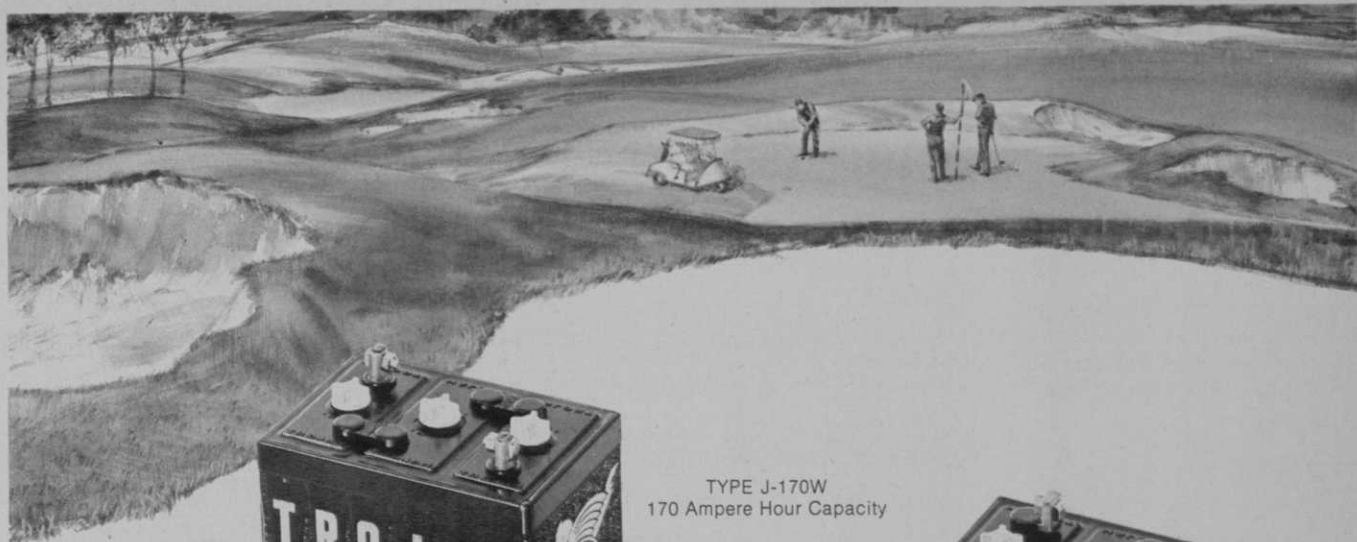
Faultless Rubber Division of Abbott Laboratories, Ashland, Ohio

Lee will be giving golfers tips on how to improve their game. One tip you can be sure will be in every ad:

Go out and buy the Faultless.

One other thing—a Faultless won't lose its resiliency sitting on the shelf the way conventional balls will. We had to tell you, because the way Trevino and Elder will be selling Faultless for you, you'll never get a chance to find out for yourself.

Faultless Rubber Company, Consumer Products Division
Abbott Laboratories, Ashland, Ohio 44805



TYPE J-170W
170 Ampere Hour Capacity



TYPE J-190W
190 Ampere Hour Capacity



TYPE J-217W
217 Ampere Hour Capacity
This type one inch taller

...Join Our Top Threesome

DON'T HANDICAP YOUR GOLF CARS.

Use Trojan Golf Car Batteries with years of proven quality — standard of the industry is the Trojan J-170.

For extra rounds of golf plus extra months of service use the Trojan J-190 — or for the finest of all, the Trojan J-217.

TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES

TROJAN BATTERY COMPANY • 724 EAST 61st STREET • LOS ANGELES, CALIFORNIA 90001

For more information circle number 195 on card



Burgett... finest quality Golf Gloves!

That's because only the finest leathers are used, and expertly tailored to Burgett's exclusive, modern, time-tested design. Preferred by the professional, requested by the amateur.


K.L. Burgett CO.
PEORIA ILLINOIS 61601



Swinging around golf

by Herb Graffis

National Golf Day

National Golf Day this year will be held on Memorial Day, May 30, with more than 100,000 golfers paying \$1 to compete their net scores against the lower score of the Round of the Champions that Lee Trevino and Julius Boros will play. National Golf Day has raised \$1,341,648 for caddie scholarships, Swing Club programs at military hospitals, turf research and scholarships through the United States Golf Assn. Green Section and the Golf Course Superintendents Assn. of America, National Amputee Golf Assn. tournaments and Professional Golfers' Assn. educational, relief and benevolent funds.

There were 1,596 pros participating in National Golf Day; about one-third of the PGA Class A membership. Professionals on tour contributed \$85 and the average contribution per club or course was \$65.31. Total receipts were \$104,500; that was 6 per cent ahead of 1967. There is a trend among private clubs to put the annual National Golf Day fee of \$1 on each member's bill, as the caddie scholarship charges often are billed. If the member doesn't want to pay, cancel the item; it's that easy.

Golf's fund raising voluntarily from the golfers is in a class by itself. Pro football, baseball, basketball players and jockeys, many richly paid and ring fighters, who generally are overpaid, are with

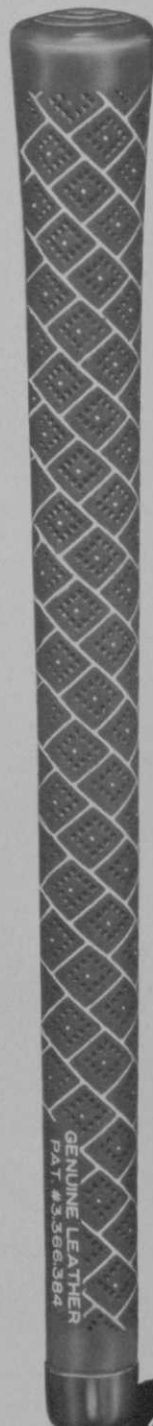
very few exceptions notoriously tight in contributing their services and money to charitable causes. Pro prize money in hospital, boys' clubs, welfare and other benefit tournaments is big and warrants generous contributions of opulent pros' time and money to worthy causes. Tax laws, which ease the pain of the contributions, and the public relations value also suggest that tournament pros should exhibit the same interest that club pros show the promotion of National Golf Day.

Maryland State GA has established a \$500 annual grant to an agronomy student at the University of Maryland who plans to become a course superintendent. The association hopes to have four \$500 grants a year: one for a freshman, sophomore, junior and senior... Hugh Lanier of the Lan-Yan CC, Spartanburg, S. C., and his family are establishing a turf scholarship fund at Clemson University in memory of his brother, Sydney Lanier.

Work on PGA National Club's third 18 is progressing rapidly. They are doing a remarkable job of transforming the flat sand land into rolling country with picturesque elevations of tees and greens. The clubhouse addition includes a "picture" banquet room and bar. A fourth 18 with a small clubhouse is being considered as an exclusive men-only club, adjoining the PGA National. John MacArthur, owner of the PGA courses and clubhouse and

Continued on page 80

are you sure



you're playing
the best...

No other golf grip material can ever begin to compare with the superior "feel" of leather. It stays soft, pliable yet firm and its permanent tackiness prevents slipping in all kinds of weather.

Why not ask for the new LAMKIN one piece slip-on leather panel grip... made exclusively for and sold only by your golf professional.

Golf better with LEATHER

LEATHER COMPANY
Chicago, Illinois 60622

THE WORLD'S LARGEST MANUFACTURER
OF LEATHER GOLF GRIPS

For more information circle number 227 on card

**HI!... I'M THE NEW
GOLDEN RAM GOLF BALL**

I'm a new *kind* of ball. One that promises you the distance, feel and click of other top-grade wound balls, and the indestructibility of solid balls. You've gotta admit, that's a tough combination to beat.

**RAM AND DUPONT TOOK
3 YEARS TO DEVELOP ME**

That's right. Ram and DuPont chemists and engineers spent a lot of time developing my new cover to make me what I am today.

**IF YOU LIKE DISTANCE,
FEEL AND CLICK, WE'LL
MAKE FRIENDS IN A
HURRY**

Up until now, you had to choose between playability or durability. Now you can get both.

**MY WINDINGS ADHERE
TO THE COVER, SO I'LL
NEVER LOSE MY SHAPE.**

And you'll never again have to be concerned about loss of compression or your ball going out-of-round.

**MY COVER IS SO TOUGH
YOU'LL NEVER SEE ME
CRACK A SMILE!**

Thanks to my new, exclusive Ram-lon cover made from DuPont's "Surlyn" A ionomer resin, a tough thermoplastic material that is impossible to cut.

**AND THIS IS MY HEART!
... IT'S AS LIVELY
AS THEY COME!**

My "Dynamite" center provides maximum rebound. In fact, it will out-rebound other centers, like liquid, by as much as 50%.

**YOU'LL NEVER GET TO
SEE 'EM, BUT I'VE
GOT HIGH-TENSION
WINDINGS**

And these windings are what put the "go" in golf. They also account for my excellent distance and flight characteristics.

**I'd like to be your next playing partner...
with your swing and my all-around play, we'd be a great combination!**

Stop foolin' around, switching back and forth from solid balls to wound constructions. There's no longer any need to, because I've got everything you've been looking for in a golf ball.

Outstanding distance, crisp "click" and feel, excellent playability and unbelievable durability.

I know it's all very confusing,

with all the various types of constructions that have hit the market in recent years. One, two and three-piece constructions, all promising one thing or another. But, if you're looking for a ball that has *everything*...

... give me a try, next time you tee it up!



The Golden Ram ball (SOLD THRU PRO SHOPS ONLY)

2020 INDIAN BOUNDARY DRIVE, MELROSE PARK, ILLINOIS 60160

For more information circle number 175 on card

HOW CONSUMERS VIEW PRO SHOPS

Only 39 per cent of golfers buy their first set of clubs in a pro shop. But three out of four got their present equipment from a pro

By the Editors of GOLF Magazine and GOLFDOM

Pro shops are still the golfer's favorite place to buy new and/or replace his golfing equipment, according to a survey conducted among readers of GOLF Magazine, GOLFDOM's sister publication. More than 84 per cent of the golfers responding to queries on their equipment-buying habits, stated that when they purchase new equipment, they will buy it through pro shops.

A new equipment survey conducted among the subscribers of GOLF Magazine shows that within the last three years, more than 63 per cent of the respondents purchased a complete set of golf clubs. In addition, more than 25 per cent of this number purchased a set of woods and well over 23 per cent, a set of irons.

This figure of 63 per cent indicates that golfers replaced their equipment with a high degree of frequency. Perhaps more important is that 74 per cent of those responding to the survey bought their present equipment in a pro shop, whereas only 39 per cent bought their first set of clubs in a pro shop. The obvious conclusion is that as a golfer becomes more sophisticated and invested in the game, he turns to the pro shop as one important instrument in improving his game.

The survey indicates that golfers are a cautious lot; 90 per cent of the respondents took one month to six months, or even longer, to

consider the purchase of new equipment before actually buying it. This would seem to indicate that the pro must continually be promoting his equipment to his customers in order to win the sales. Two-thirds of the respondents were considering replacing some item of equipment at this time. Many were considering replacement of more than a single item. Leading the list of items to be replaced were woods. Irons occupied second place and golf bags, third. About 33 per cent of the respondents said that they would replace woods; 28 per cent, irons; and 21 per cent, bags. About 18 per cent said they would replace some other items of equipment. Included in this category were putters, sand wedges and pull golf carts.

An overwhelming majority of purchases will be made within the next year—79.8 per cent. Only 7.5 per cent said they would make such purchases immediately; the remainder estimated they would take longer than one year to replace equipment.

Some interesting comments from golfers regarding purchase of equipment are quoted here to give pro shop operators an in-

More than seventy-four per cent of the respondents bought their present set of clubs from a pro shop; 21.7 per cent from a retail store.

sight into some of the reasons golfers buy as they do.

1. Consideration involved my ability to master additional clubs not included in starter set.

2. I consult my pro for correct swing weight and shaft length.

3. I have a set of irons that I could only buy in a pro shop. I have them made for me. I swing E9 woods and D8 irons.

4. Saw it, liked it, bought it.

5. Tried out a demonstration set from my pro shop.

6. Used different sets and swing weight clubs, also shaft lengths, before buying.

7. First set was bought 30 years ago.

8. I'm playing with the original set that I purchased in 1950. Was captain of high school and college golf teams.

9. Clubs are aluminum shaft.

10. Changeover from a beginner's set to a full set.

11. I knew what kind of clubs I wanted and had the club pro order them for me.

12. Probably could have been sold sooner with help by pro.

13. When I found good clubs that fit me at the right price, I bought them.

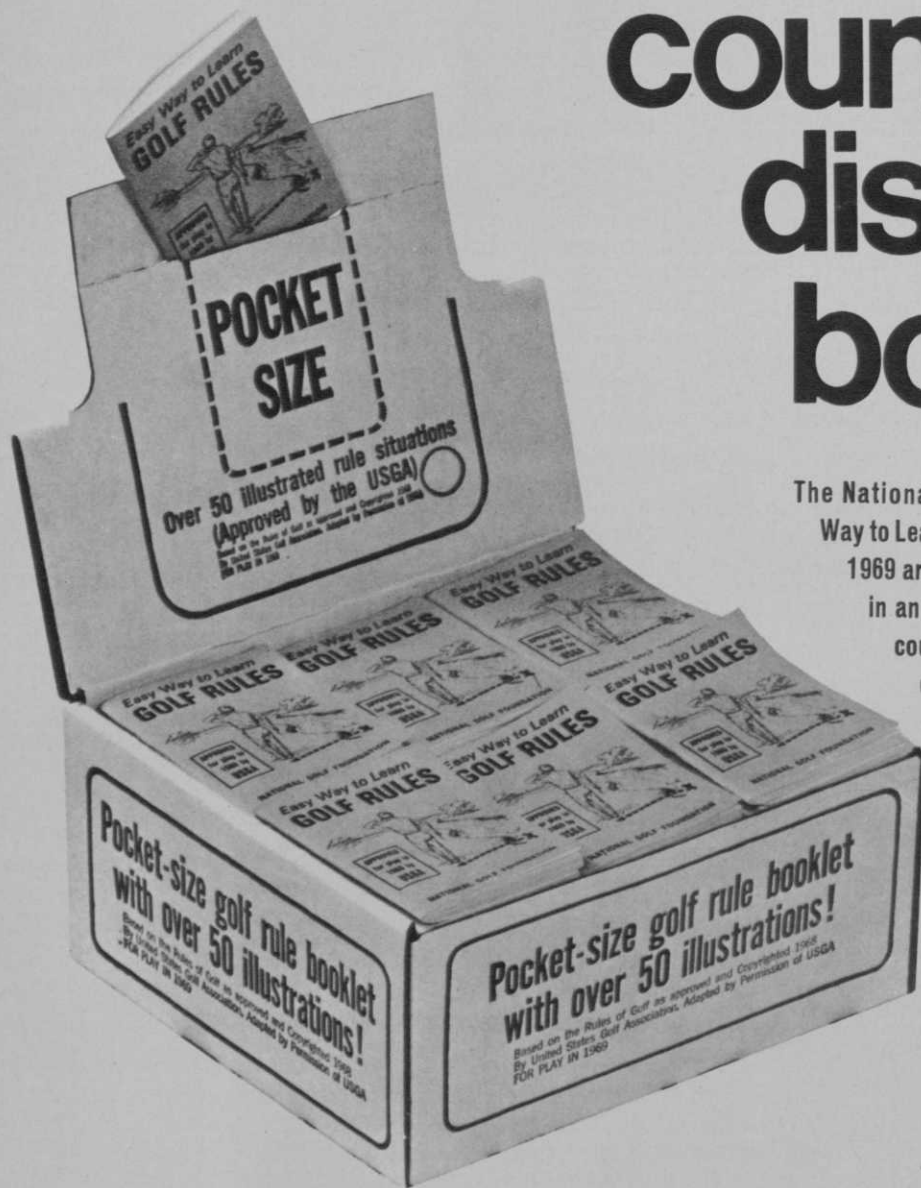
14. I needed larger clubs, wanted a better set.

15. Attracted through your ads—ordered through pro.

16. My first year golfing I had pro fit clubs right for me.

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Order your "Easy Way to Learn Golf Rules" in an attractive counter display box.



The National Golf Foundation "Easy Way to Learn Golf Rules" booklets for 1969 are now available, packaged in an attractive and serviceable counter display box. Each box contains 150 fully-illustrated, pocket-sized booklets. Cost per box, \$15, postage paid. Order now.

NATIONAL GOLF FOUNDATION

Room 804 Merchandise Mart, Chicago, Illinois 60654

For more information circle number 257 on card