

grass cutting...

NEW GREENS MOWER

Britain's newest, best greens mower for perfect turf grooming. Ten high-speed knives of NEW super-tough, impact-resistant steel, together with an extra-thin bottom blade combine to give the closest possible cut — faster with the auto series.

Dual drive provides complete mower control.

Power-driven wheels provide rapid, effortless site-to-site transportation.

Brush and comb set and outrigger rolls available.



To obtain full information of the Ransomes range contact one of these importers: —

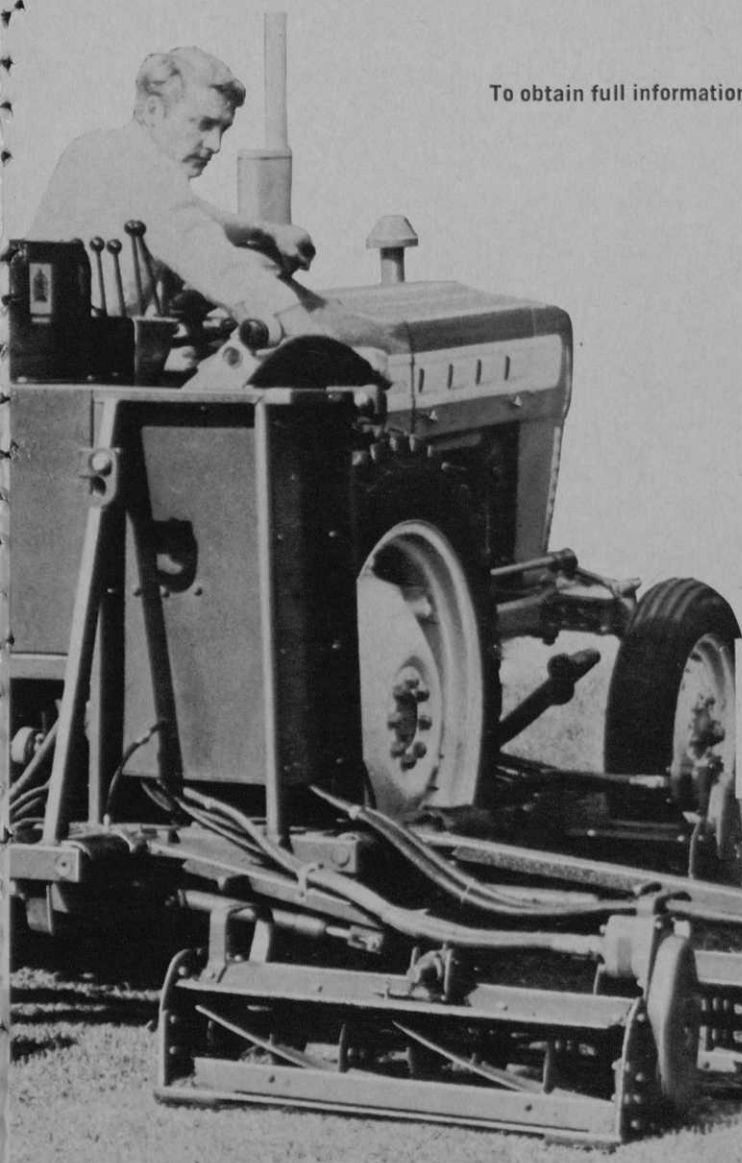
Warrens Turf Nursery
8400 West 111th Street, Palos Park, Illinois USA
Telephone 312 974-3000
Importers for the USA

Duke Lawn Equipment
1184 Plains Road East, Burlington, Ontario
Telephone 637-5216
Importers for the Province of Ontario

Morin Equipment Inc.
2075 Branly (Centre Industrial STE-FOY)
Quebec 10
Telephone 418 681-7741
Importers for the Province of Quebec

Morin Equipment Inc.
721 Halpern Street, Dorval, Montreal, Que.
Telephone 514 486-7881
Importers for the Province of Quebec
and the Maritime Provinces

For more information circle number 238 on card



RANSOMES



For more information circle number 238 on card

Previewing the Big Three

A new decade is opening
and the golf industry is determined
to make the soaring
sixties seem only a prelude to the
spectacular seventies.

Each of the major associations—PGA, GCSAA
and CMAA—will kick off the new
year with annual conventions
and shows that promise to be bigger and more
informative than ever before.

It will take two tents this year to hold the
vast array of new equipment and apparel awaiting
pros at the PGA Merchandise Show. A glance at
the program for the GCSAA
conference reveals that superintendents are
becoming some of the most highly specialized
and skilled individuals in the industry.

And this year's CMAA conference
goes beyond traditional concerns over
member service to more complex problems
of labor and insurance that all managers will be
encountering in the future. On the
following pages is an advance look at the three
conventions to help make
your attendance more rewarding and profitable.

PGA

Mr. Hoffner's feet hurt him. That was the beginning of the Professional Golfers' Assn.'s most successful merchandising promotion. Frank Mitchell and Gus Novotny also were tired of wandering around the clubhouse and the first tees and the 18th green of the PGA National GC at Dunedin, Fla.

It was during the first of the PGA Seniors champions conducted at Dunedin that Bob Hoffner, veteran pro salesman, quickly discovered he could see many of his best customers and prospective buyers.

So he got himself a bridge table and a chair, put them along the path under the big shady tree in front of the clubhouse and the pro shop, showed a few samples, opened his order book, and his store was in business.

It was a grand hunch. Frank Mitchell, who had been selling to pros for a long time also got himself a table and a chair. Then Gus Novotny opened his bazaar.

So Hoffner, sitting in the shade and giving his feet a chance to cool off, and his comrades with similar problems and hopes, created a valuable new service in pro golf merchandising.

Frank Sprogell was everything—professional, manager, superintendent—of Dunedin then and saw that these pitch men were doing a good job for pros. So he put up a tent in back of the clubhouse, and the PGA Merchandise Show was born. One year it almost rained the show into the Gulf, but it simplified and extended pro buying.

When PGA moved over into the empire of billionaire John MacArthur at Palm Beach Gardens, Fla., the Merchandise Show came along as the caboose. There a smart, imaginative pro, Johnny Vasco of the Lehigh (Pa.) CC, was appointed head of the show project. He and Ed Ficker of Tequesta (Fla.) CC got the show organized as big business.

And to check out how the show has flourished since, just head down to Palm Beach Gardens from January 24th through 27th this year. —Herb Graffis

Continued



Illustrated by Art Sudduth



continued

The following are highlights of the merchandise that various manufacturers, distributors and representatives will be exhibiting at the GCSAA show.

The companies appearing on the following pages are those which have indicated to GOLFDOM that they will be at the show; it does not, therefore, represent an official exhibitors listing. An asterisk * following a company's entry indicates that specific details on its product lines were not available by press time.

GOLF CARS, CARTS, EQUIPMENT

Club Car, Inc., introduces the four-wheel Caroché, an automotive type electric golf car. The Caroché is powered by a double reduction gear drive transmission. The Caroché weighs 810 pounds and has a detachable four-bag attachment enabling it to hold up to four people.

Columbia Car Corp. introduces the new Pargo Plus-2 Brake Package. Available on all 1969 Plus-2 three- and four-wheel golf cars, the new disc brake system eliminates noise, requires few adjustments and assures safe stoppings. Optional equipment is an automatic brake seat.

Cushman Motors introduces the Town & Fairway, a four-wheel golf car, which can double as a carry-all for packages or groceries off the course. The rear end converts to make an additional seat for two passengers. The Town & Fairway is available in both electric and gasoline version.

E-Z-Go Car Div., Textron, Inc., offers the X-440 three-wheel car with automotive or tiller steering

and the X-444 four-wheel golf car with automotive wheel. Both models feature all steel frames and bodies and full wrap-around rubber bumpers.

General Battery Corp., replacement battery manufacturers, introduces car battery featuring a red polypropylene dirt-resistant cover.

Gould Inc., introduces a new polypropylene battery in two sizes—180 A. H. and 220 A. H.

Harley-Davidson offers the golfer a choice of electric or gas golf cars. Both types of cars have contour bucket seats and power reduction steering. The gasoline car has a two cycle, single cylinder, air cooled engine, fully automatic forward and reverse power. The electric car has a series wound, 35 volt dc drive motor, master drive forward and reverse power transmission.

Jarman Company's Bag Boy golf cart comes in three models that feature wheels which fold down, adjustable brackets and non-slip straps, blue-steel cushion springs.

Mars Industries, Inc. introduces the Buzz-A-Round one-man golf car. It is 73 inches long, 32 1/2 inches wide and 36 inches high (24 inches with tiller bar and bag rack removed), and weighs 245 pounds without batteries.

Maynard Sales International, Inc., offers its electronic golf cart which follows you around the course by means of a homing device—actuated by a small transmitter carried in your pocket or on your belt.

Motor Appliance Corp. introduces the new MAC Super Charger 1555T (36 volt) which measures the battery condition and always replaces an amount of

energy which will fully and correctly charge the batteries.

Also available is the built-in Charger in Ferro-Resonant or Multi-Tap Taper Type designed for the customer's requirements.

Sit 'N Rest Golf, Inc., makes Cart-Bag, the combination golf cart and golf bag. Each model also comes in a deluxe version with two matching accessories.

The Viking Corp. manufactures the two passenger Viking I and Viking II 36-volt electric golf cars. The Viking I, the Deluxe model, features bucket type padded foam seats, coil springs with shock absorbers, chromed arms, bag rack and tiller.

The Viking II features foam rubber seats and backs, coil springs front and rear with dampener, 14 gauge steel body with fiberglass fender and bag well, chrome bag rack and tiller.

Westinghouse Electric Corp. offers electric golf cars in three- and four-wheel models. The cars feature foam cushion seats, all-steel construction and bolt-on replaceable panels, fully enclosed drive train, automotive differential, 4 1/2hp series wound DC Westinghouse motor, steering wheel and foot-operated brake.

GOLF EQUIPMENT

Acushnet Sales Company offers a large selection of clubs, bags and accessories, balls and gloves, as well as a new line of Titleist woods and irons. The woods are available in two models—standard medium deep face or shallow face. Both models feature selected persimmon wood and the brass back "power-thrust" insert. Wood faces are individually filled by hand to produce the four-way bulge. Each head is taper-reamed, bonded and secured to the shaft

with a headless screw. Sole plates are designed with a locking feature to eliminate shifting at impact. Titleist irons have square-toe design which facilitates alignment of blade at right angle to line of flight. Sole grinding builds in correct lie and loft as well as correct face position at address.

In the Finalist line, woods are made of persimmon in a dark walnut finish with a black fiber insert and black and red fine line rubber grips and irons with a blade scored to USGA specifications and contoured to give perfect line up control. Right-hand clubs in aluminum or steel shaft; left-hand clubs in steel shaft only.

The Tittlette line for ladies fea-



tures woods with a blue finish with black fiber inserts and grips of blue and gold fine line and irons designed for maximum playability.

Golf balls are offered in the Titleist line: the Titleist and Titleist 100 with K2 construction and the Titleist "Red."

The range balls come in white with red band or solid yellow. Acushnet bags come in a variety of colors and materials with color coordinated head covers, and umbrellas for some models. Gloves in full or half finger models in a full range of colors and materials is also available.

Atlantic Products offers golf bags with five new pockets in the lower section of the bag.

Especially for the ladies is the Minipurse, a pocket that snaps onto the top cuff of the bag while playing, then can be detached and carried by its own handle. Bags feature new, brighter colors.

All Star Pro Golf Company, Inc., offers two new clubs—the R/R Plus 1 and the R/R Golden Black Ram. The R/R Plus 1 has a lightweight steel step down shaft which reduces clubhead twist, maple heads with a dark mahogany finish, black border with deep tone red diamond shape insert, contoured sole to increase playability and S-locked sole plate. The irons are stainless steel with wide flange bottoms, deep face scoring.

The R/R Golden Black Ram comes in lightweight steel or aluminum shaft. Woods have laminated moisture proof maple heads with a walnut finish. Two piece wide angle insert and contoured sole. The irons have a contoured roll at base. Base flange and deep face scoring and sand blasted hitting area are features.

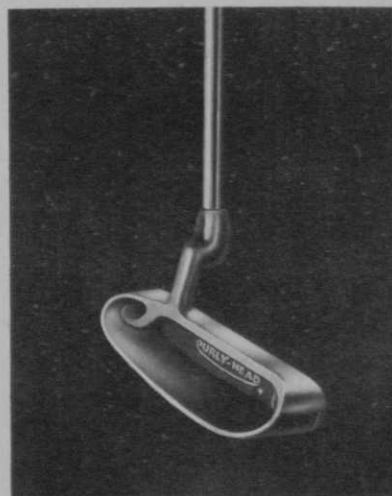
Burton Mfg. Company makes golf bags that feature color-coordinating Delrin zippers, brass hardware, nylon stitching, rayon-backed vinyl materials for extra strength, rust and corrosion resistant rivets and quality leathers and vinyl materials.

Chico's Tomahawk, Inc., introduces the Rake—a new sand wedge which has the clubhead equipped with special grooves on the underside.

Otey Crisman's newest addition to its line is the bamboo shaft putter. This shaft, hexagon shaft, hexagon shaped, is fashioned from six pieces of bamboo laminated in-

to one shaft that can withstand moisture and extreme temperature without damage. Another new product is the Eyeline shaft designed of a solid special alloy from head to grip section which is said to ensure alignment, balance and control.

Curly-Head Golf Company introduces its new model 8 putter, designed with a hollow mallet head style. The weight concen-



tration plus a machined groove just behind the face give the golfer more sensitivity, according to the company. Made in a choice of medium, flat or upright lie.

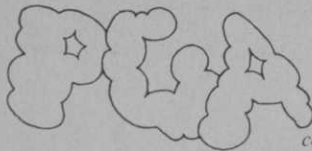
Bert Dargie Golf Company, Inc., makers of custom clubs, offer new Dynalite shafts made of lightweight steel in addition to their conventional steel and aluminum shafts. Woods are offered with persimmon or laminate heads. Each club is custom made.

Dunlop's leading golf ball is the Maxfli in Red, Green or "100" Black model for every golfer.

In the bag line are the Staff Bags for men and ladies; Elite model features Corfam construction. In Vee Line are bags of alligator-grain-trim vinyl, and vinyls.

Maxfli woods have pear-shaped compact heads of pressure laminated hardwoods with four-way roll

continued

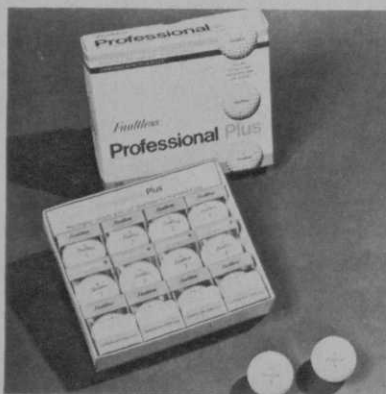


continued

on the medium depth face and are bonded by a special process to the shaft. Available in antique brown or black with shaft in Maxlite or Dynamic steel and regular or stiff flex. Maxfli irons have a blade slightly offset and have shafts and grips to match woods.

Susie Maxwell woods are rounded and compactly shaped. The watermelon finish is a new color. Grips are in Dunlop rubber black and white and shafts are in steel. Irons' shafts and grips are the same as woods.

Faultless Golf Products introduces the Professional Plus golf ball, a solid ball made from a new



kind of tough, resilient compound that allows higher velocity, according to Faultless. Faultless also makes the Century ball.

Fernquest & Johnson Golf Company has completely redesigned its San Franciscan and Westerner model clubs which are available in Dynalite steel alloy shafts. Stock available in one-half inch short, standard, one-half-inch long and one-inch long lengths.

The ladies' Marquesa model is specially color coordinated and is available in True Temper aluminum shafts. Look for the PGA Show Special.

In addition, there is a complete

line of putters both premium and promotional, an entirely new line of golf bags and the FJ 100 solid stage golf ball.

First Flight by Toney Penna shafts are available in stiff, medium, soft or ladies'/seniors' flex



with white and golf fill black rubber grips in any swingweight desired. The woods are of persimmon and have a Cylolac insert. Irons have a new profile and are produced by the Lost-Wax process, which is said to give them uniform balance and center-focused power.

First Flight also offers the Toney Penna men's left- and right-hand woods with Pro-Lite lightweight alloy shafts in R and S flexes. Heads are of persimmon, locked in an ivory Cylolac insert.

Golden Eagle woods and irons are available with Pro-Lite shafts, wood heads of laminated hard maple and irons newly designed with wide flange soles and chrome plated. Sterling FX-101 comes in Hex Flex steel or aluminum shafts, featuring an octagon-shaped section.

There is also a full line of clubs for ladies including the right-hand Golden Eagle with lightweight aluminum shaft, featuring woods in a choice of pecan, blue, pink, yellow and white. The right-hand Golden Lady woods are fitted with an ivory Cylolac insert and irons have a clean contoured back and sole.

Flexi-Grip Division of Eaton Yale & Towne, Inc., will show its line of Golf Pride grips.

The Gyro Club Corp. (represented by John Van Nortwick) introduces the Roto Club directional top spin putter, which features unusual weight distribution to give the club greater directional control and an insert in the face of the club to give the ball a faster, more pronounced top spin to minimize ball deflection. Available in either steel or aluminum shaft, left and right hand.

Walter Hagen Golf Equipment Company has two new accessory items: the W0965 Drum Style Carry-All and the rectangular-shaped molded bottom shag bag. Both come in black, rawhide and ember glow. Hagen golf bags will be more colorful in colors such as ember glow, moss, red, burgundy, pastel blue and mulberry. The complete line of Hagen Pro Only bags totals 12, each in either expanded vinyl or vinyl. Matching headcovers are available.

Haig Ultra balls will be available in three compression ratings: W0105 high compression, W0115 regular and the W0125 low compression. The company will also show its Ultra golf club line.

Tom Hill Golf Company offers putters in mallet or blade models. All blade putters are made of a manganese bronze alloy, shafts are satin-chrome steel, flared and fluted and grips are calf leather. Putters are priced at \$16.50 each.

Hillerich & Bradsby Company introduces the 1970 Countess Power-Bilt ladies' woods and irons. The wood has a Tufwood laminated head and is finished in deep blue with a blue Propellac face insert and features a brass back. The iron has a Scotch-type head and is made of Levelume-plated carbon steel. All woods and

continued on page 48

Sold only by Golf Professionals

Our five favorite words.

After all, if it weren't
for Golf Professionals,
no golfer could buy a Maxfli!

But that can't happen.
Because Maxflis are "pro-only,"
and they'll always be.

So are *all* 1970 Dunlop
Golf Clubs. Maxflis, Bob Charles
"lefties," Clifford Ann Creed and
Susie Maxwell Signatures.

And the magnificent 1970
Dunlop bag and accessory line.

All top line products for
the golfer. The golfer who respects
his professional. Depends on him
for advice and encouragement.

And equipment.

Sold only through Golf
Professionals.

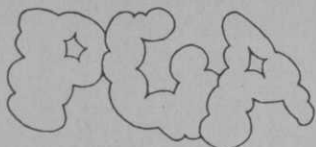
Five beautiful words.

 **DUNLOP**

Buffalo, N. Y. 14240

... Everywhere in the worlds
of golf, tennis, and tires.

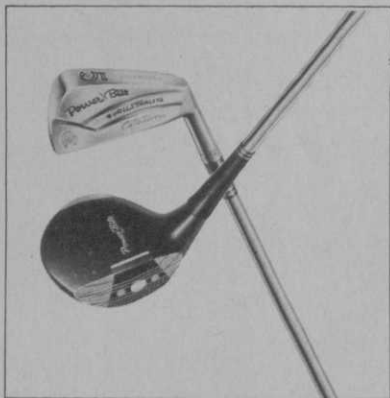




continued from page 46

irons in a set are matched for uniformity in swing feel. Both woods and irons feature the Power-Bilt Power-Flex shaft.

The men's Power-Bilt Citation woods and irons feature the new Duo-Power lightweight steel



shaft. This shaft increases club-head speed, yet maintains the feel of steel, according to the company. Citation wood model S600 has an ebony finished laminated Perma-Seal Tufwood head with black and white Propellac face insert with brass sweet spot.

Ben Hogan Company offers golf balls in three compressions—0100 high, 0200 regular and 0300 low.

1 Plus Irons have Bounce Sole, shafts in flexible, medium or stiff, grips in Hogan Slip-Proof, black with green fill.

Five wood models are available.

All incorporate the Speed Slot Toe Channel.

Hogan Ladies Clubs—the Speed Slot Fashion Colour Woods and 1 Plus Irons are available with ladies' Apex shafts.

Karsten Mfg. Corp. makes the Ping irons, woods and putters. The set of matched irons is the first in which no two clubs are alike yet they all have the same look. Irons are available one through nine plus a sand and pitching wedge. Woods are avail-

able in a complete range from one through six, right and left hand with standard or stiff shaft.

Klitzner Golf Corp. offers the Pro-Name center and end shaft putters with the name of your club pro on them at \$15 each. Klitzner also carries a complete line of golf jewelry and tournament awards.

Lamkin Leather Company offers rubber and leather golf grips.

MacGregor introduces a new concept in golf ball selection—matching the new Tourney ball to your shaft flex: Tourney I for a stiff shaft, Tourney II for a medium shaft, Tourney III for a medium soft shaft.

New this year are the Tee-Sole Woods with a smaller sole to reduce turf drag. Priced at \$29 each in Tourney steel or aluminum shafts. M/T Tourney Woods in solid persimmon have the four-way roll.



In irons, MacGregor offers the M/T Tourney Split/Level with the new design that divides the sole into two levels. In addition, there is the M/T Standard Sole Irons. Both models come in leather or rubber grips, in steel or aluminum shafts and have club-head weight concentrated behind the hitting area.

The VIP Clubs by Jack Nicklaus are made in limited editions and feature the Split Level Iron and Tee-Sole Wood.

Ladies M/T Woods and Irons

have the same features as the men's, but with head size and club weight made to ladies' specifications.

Matzie Golf Company, represented by Golf Mart, has its Velvet Touch Putters available with shafts of steel, anodized aluminum in four colors, and hickory.

Al Northrup carries golf equipment from Otey Crisman and Bert Dargie in addition to his own An putters. These putters operate electrically on household current.

Northwestern Golf Company introduces its "Chi Chi" Rodriguez model for age groups five to nine and 10 to 14. The model



features Perma-Lac black lifetime woods and sand blasted faces on all irons. The six-piece outfit, one of several outfit arrangements, includes four irons, a two-wood, and a plaid bag.

In addition, Northwestern plans to show its Ultimate and Pro Signature models.

Arnold Palmer Golf Company introduces its Tru-Matic iron model for 1970, which features a wider sole and more weight in the sole area. Available in men's and ladies' right-hand, L,A,R,S and X shafts, rubber grips. The iron is available in lightweight steel shafts. Arnold Palmer golf bags, accessories, putters, umbrellas, balls and gloves will be shown.

continued on page 50

That's no exaggeration. The solid balls from Faultless are drawing more attention and selling faster than ever before.

Which should come as no surprise, because tests have proven Faultless balls equal or surpass the top conventional balls for distance and accuracy.

What's more, we've got

some pretty good names behind us. Names like Trevino. Elder. Shaw.

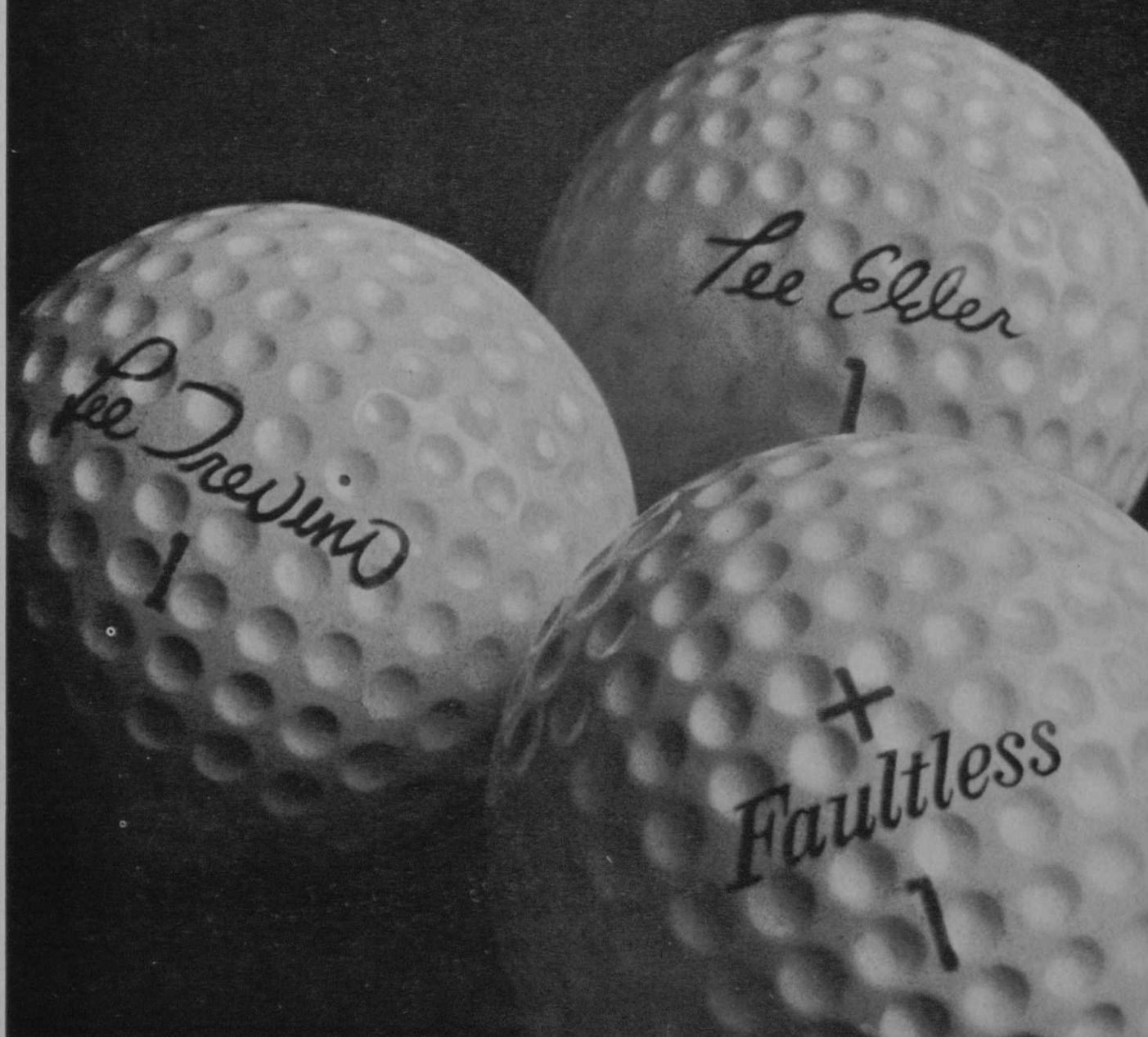
And that's not all. Faultless has a lot more on the ball: the largest advertising and promotion budget ever. With eye-catching advertisements to appear in such publications as *Golf Digest*. *Golf World*. *Golf. Sports Illustrated*. *Sport. Esquire*. *Time*. *The Wall Street Journal*. And many others.

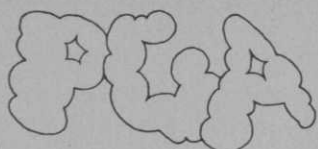
Not to mention Faultless TV commercials which will appear in the top 21 golf markets during major tournaments.

So get set for a crowd. It's a whole new ball game.

Faultless.
The Solid Sellers.

We started a whole new ball game.





continued from page 48

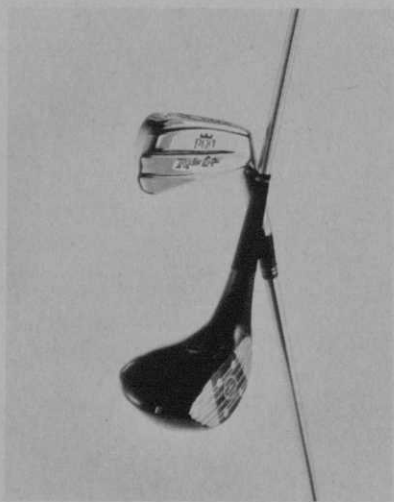
Pedersen Golf Corp. offers Custom Fit in all its clubs. The seven variables in the Custom Fit are shaft length, shaft flex, grip size, swingweight, loft, lie and wood club facing.

In the Custom Fit woods, three models are available. The Staff Wood, available in laminated maple or persimmon; the Classic 30, a revival, is a pear shaped driver in laminated maple; the Touring Pro, available in persimmon or laminated wood with the preg-wood insert.

Custom Stainless Steel irons feature the classic look and a shorter hosel, which adds weight to the hitting area.

Penfold Golf Balls, Inc., introduces a patented ball with liquid center that does not require freezing. The wound center has two types of winding—a parallel weave, permitting the most thread possible at consistently the correct tension; this is completed with a wider basket weave resulting in a binding that completely coordinates the core and cover.

PGA Golf Equipment offers a new gift idea, the Cocktail Caddy, which features four serving trays



with removable and washable centers and one dozen PGA golf balls.

The Ryder Cup model wood, which is available with Dynamic aluminum or Dynamic steel shaft, features an ebony, laminated wood head with circle and crown Cylolac insert. The Ryder Cup irons offer the Scotch blade design with the weight distributed near the sole to make hitting down and through shots easier. Black and gold fill highlight the Mirachrome finish.

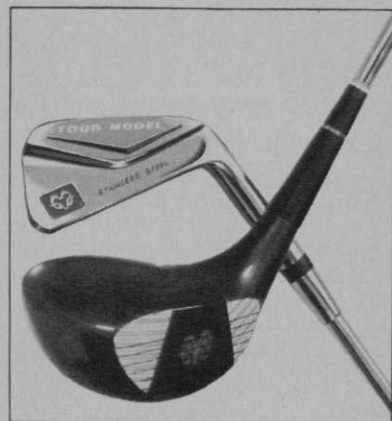
Professional model clubs feature a solid persimmon wood head finished in rosewood. The Dynamic aluminum shaft is topped with aqua and black rubber, or black and gold panel leather grips. A new color combination has been added to the Professional model irons. Green and gold fill help set off the new green and gold ferrule while the Mirachrome finish will keep the club looking new. There is wide sole forging with the deep V cut back design.

Ram Golf Corp. introduces the Golden Ram Fullback model with True Temper Dynalite lightweight steel shafts. The Fullback iron has a forging design with a full width contoured weight flange for delivering maximum distance on every shot. It has a tri-chrome finish, deep face scoring and a powder blasted hitting area. The woods have laminated heads that cannot shrink, swell, warp or crack, according to Ram, and a brass weight at the back of the head for added weight. The woods have two-piece wide angle face inserts and interlock sole plate.

The Golden Ram XPD-100 is offered this year with a Dynalite shaft. The woods have laminated heads that, reportedly, cannot warp, crack, shrink or swell under any weather conditions. The XPD-100 has a two-piece wide-angle insert and an interlock sole plate. The irons have a tri-chrome finish and an iron forging design that puts additional weight in back of the effective hitting

area. The XPD-100 is also available with aluminum shafts.

The Golden Ram Milady is made with aluminum shafts. The woods are laminated with a caramel finish topped off with multi-colored, wide angle inserts, each



in a different pastel hue.

Another new club model for 1970 is the right-hand Super-Ram driver, which has a bamboo head finished in a caramel stain and protected by several coats of pure polyurethane enamel.

Shakespeare Company introduces the XLD Mach One golf clubs for 1970. Made with Dynalite steel shafts the woods have new box-type laminated heads finished in a two-tone blend of deep



cherry and black. The irons are matched. The heads are designed with semi-square toe and emphasis on leading edge with hard chrome finish. Grips are leather or rubber. Clubs are available in right- or left-hand models. Shaft flex—regular or stiff. In the Pro-