

professional XLD line, Shakespeare offers a choice of shafts—fiber-glass, aluminum or steel. The woods are maple, laminated, shaped and high pressure bonded to withstand stress and wear; water-proofed, with sole plate locked in position. Irons are thin profile type with weight concentrated low in the blade; made of carbon steel, hard-chromed finish.

For women there is the aluminum shafted National model. The laminated wood heads are a modified box type, with the professional look. The irons are made to compliment the woods in both appearance and durability. The iron heads are forged from the carbon steel and hard chrome plated.

A.G. Spalding & Bros., Inc., introduces its Top-Flite clubs with stainless steel shafts. Top-Flite clubs were redesigned and reweighted for the new shaft, yet still retain the classic Spalding professional profile. The woods are made from laminated hardwoods and have a ebony finish and full sole plate. The wide taper face insert features Spalding's Opti-View curvature at the front



edge. Offered in a choice of the Cushion Control Rubber Form grip with ripple pattern or Panel Leather Form grip, also with ripple pattern.

Irons have a slender hosel with aluminum ferrule, thin top line and contoured blade. Also new is the curvature at the front of the scoring area. The irons are offered in the Cushion-Control Rubber Form or Panel Leather Form grip.

Spalding's complete pro line will also be shown at the show.

Uniroyal offers a wide selection of golf balls—Royal Plus extra-high compression ball, Royal high compression ball, Royal Red medium compression ball and Royal Queen for women golfers. In the low budget line, Royal of-

fers Fairway II liquid center at \$9 a dozen, Tiger rubber center, Donna Caponi for women golfers, both at \$6 a dozen.

Royal Woods have permanently laminated layers of sugar maple, have permanently bonded screwless insert and one piece sole plate. Three coats of Cynolac
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THE SAME
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PING PUTTERS
WORLD FAMOUS-

PING

- HAS
NOW BEEN
ENGINEERED
INTO THE NEW
BALANCED
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IRONS

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FOR BALANCED IRON CONTROL

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INTO THE HOLE-
now PING IRONS
TO GET YOUR BALL
UP TO THE HOLE

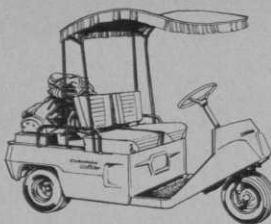
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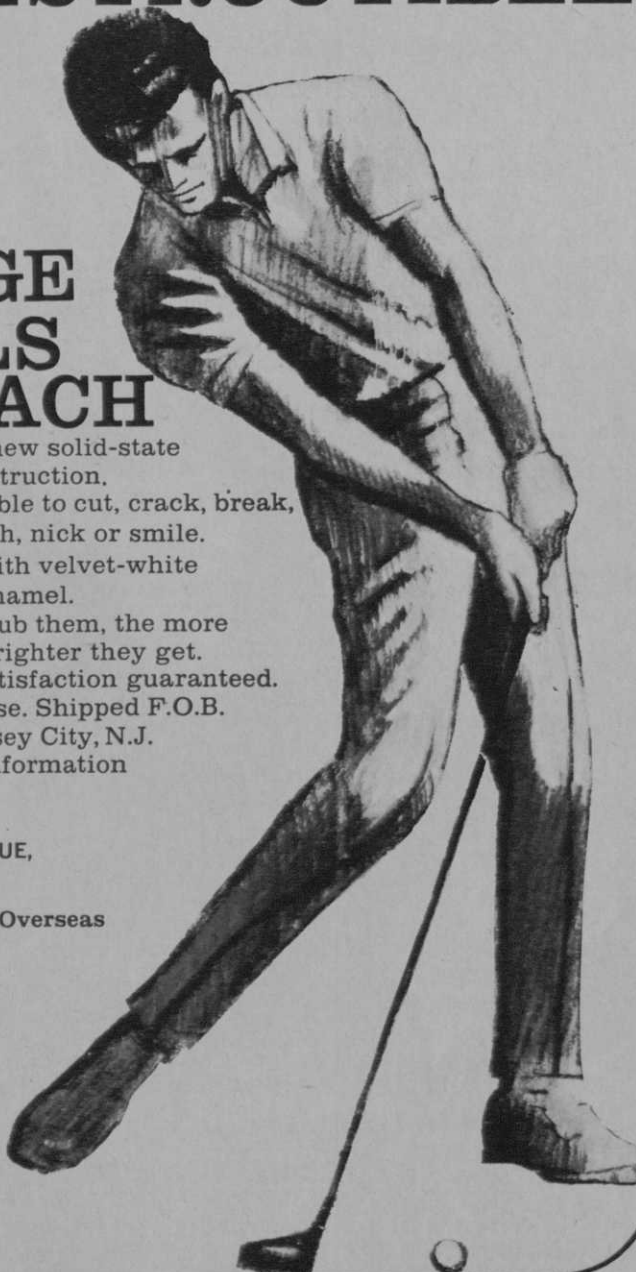
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PGA

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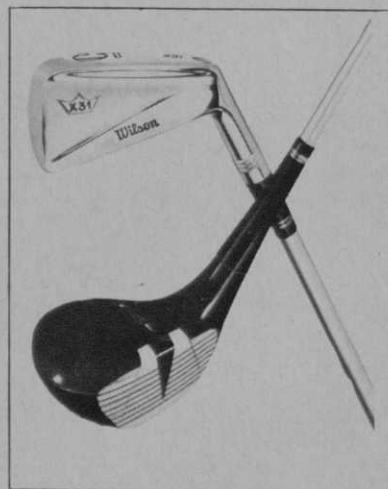
varnish are put over a moisture-proof Uniseal. Choice of aluminum or lightweight steel shafts. Irons have wide faces and beveled soles. Available in aluminum or lightweight steel shafts.

Royal Queen Clubs for ladies also come in a choice of aluminum or steel shafts. Woods have yellow, black or blue head; putters have blue or yellow heads.

Putters come in aluminum shafts with pistol grips or steel shafts with paddle grips.

In the bag line, Royal features 24 model numbers ranging in price from \$100 down to \$20.

Wilson Sporting Goods Company plans to exhibit its entire line at the PGA Show. Shown will be the 1970 model X-31 woods and irons, Staff model woods, Staff Dynapower irons, putters, wedges, golf bags and a collection of headcovers, gloves and accessories. The X-31 and Staff model woods retail at \$145 for a set of four in either lightweight steel or aluminum shaft. Irons start at \$225 for a set of nine



in either shaft. The golf bags top out at \$125 for the red python leather R0203 Staff model bag.

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CHIPPER *by Gregg Draddy*

On the green or in between there's nothing like the classic look, comfort and construction of a Gregg Draddy "Chipper." Unmatched in performance, it promises and fulfills freedom of action with ease. Added attractions are — hip pocket and towel ring, behind — and neat bows containing tees on both sides. Originality in design and perfection in detail combine to make a more radiant and vital you.

"Chipper": One piece navy and white, or yellow and white. Comfortable and carefree. Remains fresh and perky.
(80/20 Rayon and Cotton.)

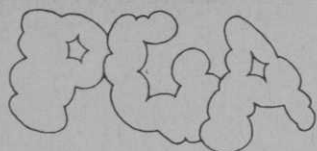
Another "Chipper" (top right) comes with lightning stripes in a crisp blend of rayon and cotton (80/20) Panel skirt neatly hides contrasting pants beneath, white trim bows on each hip carry your tees. Available in yellow/white or aqua/white.

Sizes for both run from 6 to 16 with a suggested retail price of \$38.00

Gregg Draddy, Inc.

498 Seventh Avenue
New York, N.Y. 10018

Distributed by:
Grant Robbins Company, Inc.
P.O. Box 431 • Farmington, Michigan 48024
Telephone (313) 851-4262



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From there, Wilson goes down in price range in expanded vinyls and vinyls to \$33.50 for full-sized bags and the Sunday bag range goes down to \$6. Matching color headcovers will be available to go with the golf bag line.

GOLFWEAR, SHOES, GLOVES

Alfred of New York (represented by Jack Carnahan, Inc.) makes the long-sleeved classic cardigan and short-sleeved class mock turtleneck in 100 per cent Orlon and 100 per cent Acrilan. Colors are white, light, medium and navy blues, ivory, yellow, gold, orange, red, camel, brown, mint, green and black.

All Star Industries offer three models of its leather golf glove—Star, Crown and Royal Crown.

The All Star golf shirt in machine washable two-ply Supima Durene cotton comes in either a three-button placket or mock turtleneck model in a wide range of colors.

Annabelle offers a pro-only line of ladies sports handbags. The totes come in three sizes: large, three-fourths and mini-totes. In addition, Annabelle carries a line of wool hand finished men's slacks by Marty Fashions.

Better Made Headwear Co. Inc., subsidiary of Stetson Hats, Inc., (represented by John Van Nortwick) offers a wide selection of hats for the golfer. Styles especially for the golfer are the Deerstalker, Mr. Holiday, Vagabond, Hunter and Sheraton. The hats come in a variety of colors.

Braemar Knitwear, Ltd., represented by Ernie Sabayrac, offers men's and women's cashmere, lambswool and merino sweaters.

Brockton Footwear, Inc., offers 59 new styles of golf shoes in addition to the continuing line of Foot-Joy and Ben Hogan shoes. The new shoes have uppers of Aztran. The spikes have inserts of tungsten carbide and are permanently attached to a special new plate; the bottom construction is permanently bonded to the uppers and is waterproof.

Buccaneer Mfg. Company, Inc., tailors West Wind golf jackets for men and women. The Eagle for men is 100 per cent nylon, insert Durene knit and nylon Byron collar, extended length, loose fitting, open slits on the side and two reverse welt pockets. For ladies the Eagle has a by-swing back with mesh insert, Peter Pan collar, open slits on side, large pocket, coordinated color Durene knit collar and cuffs.

Calree Company, Inc., makers of Playmaster Golf Products offers the Gripper, a new Velcro Back golf glove. In addition, there are men's and ladies' cape gloves, half finger gloves and winter gloves.

Jack Carnahan, Inc., will represent Croston of Boston, Hadley Corp., Jaymar-Ruby, Johnston & Murphy, Parker of Vienna and Sportswear by Alfred.

Coberknit (represented by Ernie Sabayrac) offers a complete line of men's and ladies' jackets and rain-suits. Especially for the lady golfer is the Model L-08 jacket.

George Cook Ltd., represents manufacturers of products for golf shops. The ladies' sportswear companies are Mr. Dino tops, slacks, sets, jump suits, shifts; Bodin Dacron knit shells, slacks, shifts, sets, culottes, sweaters; Harburt culottes, shorts, skirts with coordinating tops; Wm. Joyce golf shoes and casuals; Golf

and Sport Headwear; Decorated handbags and Jerks (J.S.I.) Peds—Pompon and Flap. The sportswear companies for men are Custom Tailored sport coats, slacks, suits; J.S.I. (Jerks) socks; J.S.I. shirts, sweaters; Thompson slacks, shorts; William Joyce golf shoes, and casuals; George Cook sport coats, blazers and Golf and Sport Headwear. Other companies and products shown by George Cook, Ltd., are Display Unlimited; golf jewelry for men and women; sunglasses by Exotic Imports and hand-embroidered gold and silver bullion emblems.

Country Club Sportswear, Inc., offers hand embroidered cardigans, and alpaca sweaters. Imported from Italy are a group of Polyester shirts for men and women which are machine washable and dryable.

Croston of Boston, Inc. (represented by Jack Carnahan), offers crested blazers. Blazers are available in 100 per cent two-ply worsted flannel, 55 per cent Dacron polyester and 45 per cent wool, 100 per cent two-ply worsted with doeskin finish and two-ply hopsacking in 55 per cent Dacron polyester and 45 per cent worsted.

Derby Cap Mfg. Company makes hats and caps for men and women. For men there is the Roll-Up hat in cotton, nylon, poplin and mesh in many colors and prints. List price is \$3 each. Bucket hats come in straw and crushable nylon and poplin ranging in price from \$3.35 to \$5.50 list price.

Dexter Shoe Company offers a wide variety of styles for men, women and boys in leather, suede and Corfam.

DiFini offers floral and geometric print skirts and coordinating tops.

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GOLF Magazine really did it this time!

It told the truth about you, Mr. Pro, to your members.



Yes, it told all those golfers who think you lead a charmed existence just what it's like to be a pro. You know the pro's lot is no bed of roses. GOLF knows it, but do your members?

GOLF shatters the old image of the pro as local bon vivant, complete with big car, expensive clothes and nothing to do all day but play golf. In the January issue of GOLF, "So You Want to Be a Pro" takes the misinformed golfer through one of your "idyllic" days—the buying, the selling, the teaching, the lunch on the run, the committee meetings, the clinic for the kids at the junior high. And if this doesn't change their minds, GOLF

hits them with some cold facts about what all this hard work nets.

GOLF says exactly what you've wanted to say for a long time, but spares you that difficult job. Have your members seen this choice bit of straight-from-the-shoulder writing? They should, and they should also see the other articles of importance to you and your pro shop operation appearing in GOLF month after month. GOLF creates better customers for you, bigger buyers of the equipment and other merchandise that you sell, because these products are advertised in GOLF. Indeed, GOLF could be the best salesman you've ever had, and you can get it into your members' hands through this special "no risk" deal.

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Included in the line is a patchwork print skirt with matching patchwork collar. (See page 60 for more details.)

Gregg Draddy, represented by Grant Robbins, features sportswear for the golfer. (See page 62.)

Duckster Sportswear, made by Nylon Fabricators, Inc., makes a complete line of nylon jackets for every sporting need. Especially for the golfer, Duckster makes the Bi-swing in water-repellent nylon with a knit insert that gives full-swing action, matching solid knit Byron collar with tubular cuffs, floating pocket with flap and nylon zipper front.

Edmont-Hill, Division Becton, Dickinson and Company, glove manufacturer, will be featuring new colors and merchandising display units. Fashion co-ordinated colors in vinyl palm gloves include red, blue and straw. A men's small size has been added to the Super-Grip line. In the vinyl palm, all-weather line styles with button-back and Velcro closures are available.

Edward's of California's (represented by John Van Nortwick) Pzazz '70 line features pink in a variety of shirts and sweaters. Cardigans, mock turtlenecks, three-button placket pullovers and button throughs come in coordinating colors.

Esquire Sportswear, represented by Ernie Sabayrac, features the following slack styles: prints and awning stripes in a Flair model, denim and hopsack cloth in golds, blues, orange, lime, flame and houndstooth check in a western pocket model. (See page 62 for more details.)

Charles A. Eaton Company manufacturers a complete line of golf shoes and sportswear. Firsts in the shoe line include carbide spikes which are made with a special tungsten-carbide core which is tougher than ordinary steel, and the embroidered kiltie. (See page 62 for more details.)

Fairfield Corp. (represented by John Van Nortwick) makes a complete line of ladies' sportswear. This year's line features plain and ribbed shells in many neckline styles.

Field Golf Company distributes Jockey Sportswear, Bristol balls and clubs and the Fore-Score soft goods line.

Flip-It hats and caps, distributed by Ernie Sabayrac, feature Masters Caps and the Slouch—a shape-it-yourself hat that is crushable, rollable and casual. Another style is the Bucket hat available in a variety of colors, soft, crushable reinforced shapes and brim dimensions.

The Foursome, Inc. makes of golf shoes for men and boys specializes in smaller sized models. Six shoe models are available in leather.

Freeman Shoe Company manufactures Wm. Joyce shoes, which are distributed by George Cook, Ltd. The Jitney is the traditional lace style, the Jade has a buckle strap across the center and the Jackpot features the kiltie.

John W. Gleason Sportswear, Inc., offers the Staff Pro style sweaters. Included in this line is an Australian Shell Stitch Alpaca cardigan.

Global Golf Products, Ltd., will exhibit Global Golf Shoes, Corbie Mfg. Company's Arcan line of walking shorts and slacks (\$11.95 to \$19.95) and the Fitzroy knit golf shirts (\$6.95 to

\$12.95) and socks (\$1.85 per pair) imported by Corbie from England.

Global Golf Shoe Company offers a saddle shoe made of Aztran, the colored part is Corfam. A brown or black squared toed shoe is available in embossed kangaroo leather.

For the ladies, all shoes are made of Corfam.

Golden International, Inc., makes golf gloves with the crest or emblem of your club directly affixed in full color for men and women in a wide color range.

Golf and Sport Headwear Company offers hats for men and women. One model, a man's poplin bucket hat with fancy ribbon band trim comes in white, tan, light blue, yellow, lime and orange. The hat retails for \$4. George Cook, Ltd., distributes the line to golf shops.

Golf Mart, Inc., distributes golf pro merchandise from the following companies: Wright Golf Shoes, Munsingwear Sportswear, Basil Elliot, Ltd., sportswear and sweaters and Matzie Golf Putters.

Great Lakes Golf Ball Company represents Munsingwear, Gulf Stream Slacks for men, Altmann of Vienna Sweaters, E.T. Wright Golf Shoes, Ray Cook Putters, Matzie Putters, Prince XII Carts, Pro-Jo Golf Shoes and Graiss Jackets.

The Hadley Corp. (represented by Jack Carnahan, Inc.) makes a complete line of sportswear. Included in the line especially for the woman golfer is a cashmere polo shirt (style 70425) coordinated with a pastel plaid wool skirt with slash pockets (style 70425) in lime, blue and pink.

Harlemark International, Inc., introduces its new nylon-treated wind and rain parka top with

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the stainless steel dilemma

The quandary over stainless steel continues into 1970. Only this year, along with asking when they will be available, the golf industry is wondering what problems are stalling their production.

Notification by True Temper Corp., leading United States manufacturer of shafts, that it would delay production and shipment of stainless steel shafts until further notice, caught some golf equipment companies off guard. A few had already included stainless steel shafted models in their 1970 catalogues, and all orders for them reportedly had to be returned.

In a statement to GOLFDOM, Gurdon Leslie, True Temper's vice president for Tubular Products, said, "We have delayed deliveries of the stainless steel shafts for the present time because we couldn't get consistent production within the timetable given to us." He added that "it has never been our policy... to go to market with a product that has failed to meet our performance specifications consistently and satisfactorily."

Commenting on the company's next move, Leslie indicated that they were "going back to the drawing boards" with stainless steel shafts. "We may have manufacturing problems; we may have materials problems. We frankly don't know which or if both. All we know for sure is that

the materials and designs and processes we tried did not produce reliable, satisfactory shafts."

Leslie explained that the shafts failed to meet two specifications consistently while undergoing the permanent deflection test, which measures resistance to bending, and the impact test, which measures resistance to breaking.

"Our specifications on the deflection test call for putting a shaft in a fixture which simulates the golf hosel. We, then, come back 21 or 22 inches and apply a 24-pound weight on a shaft for irons for one minute and a 15-pound weight on a shaft for woods for one minute. This gives the shaft a permanent set. Our specification says that set cannot be more than 0.1 inch."

The impact test calls for "sections three to four inches long to be cut from the shaft," according to Leslie. "These are put into a fixture and the force required for a swinging hammer to break the specimen is recorded. Our specification says this force must be 20 foot-pounds or more."

On the question of when the shafts might be available, Leslie replied that "there is simply no way to predict when we will have satisfactory stainless steel shafts ready for the market... We are naturally disappointed that we were not able to provide these new stainless shafts within the time available to us for this season. But, we are also proud that

we had the courage not to sell a product that was less than completely and reliably proven."

As a result of True Temper's pull-back on production, it appears that, with the exception of one manufacturer, aluminum, conventional steel and lightweight steel shafts will be the offerings from major golf club companies this season. A.G. Spalding & Bros., Inc., however, is including in its 1970 line "Top-Flite" clubs with imported stainless steel shafts, made to the club manufacturer's specifications. These shafts are being manufactured by Sandvik Steel Works, according to a spokesman for Spalding. Sandvik stainless golf shafts are made of a new mar-aging steel alloy, which is claimed to have superior corrosion resistance and permits the manufacture of woods and irons with less total weight, but greater clubhead weight for more power and distance. At press time, however, information was unavailable on the testing procedures which were used by Sandvik and Spalding.

A spokesman at the Canadian branch of Sandvik said he had been informed that two other major United States manufacturers of golf clubs had indicated they would like to place an order with Sandvik. However, the spokesman did not think the Swedish firm has the capability to handle production orders for others right now. □

SPRING INTO PRINT

Spring '70 golfwear will blossom forth with a bevy of prints, plaids and patterns in both the men's and women's markets.

The day of the fashion conservative golfer is past.

GOLFDOM predicts pro shops, stocked with sportswear

from a full range of solid colors to abstract geometrics, stylized flowers, checks, plaids, stripes and seersuckers, will witness heavy buying.

Pro shop buyers will find the bright, new fashion looks combined with fabric interest in polyester double and warp knits.

An increasing number of manufacturers are answering the golfers' demand for both style and performance in sportswear with new developments in knits which will guarantee non-pilling, durability and easy care.

In addition, many washable, color fast, crease and soil resistant knit patterns are being introduced.

PRINTS play doubles, left, on him, red/white/blue check slacks (\$20) from Etonic with navy cotton terry shirt (\$10) by Izod.

On her, black and white patch work print skirt (\$18); Dacron polyester/cotton shirt with matching print collar (\$7.50), both from DiFini.

TexAce hats. Acushnet glove.

Adler patterned-knee-highs.

DOROSH

In styling, enthusiasm for straight leg knit slacks continues to grow. Many lines are giving buyers the choice of either the western or on-seam pocket models. Expansion waists for mobility are combined with self belts and buckles. Shirts with body shaping are being shown in polyester knits, cottons and even soft terrys and velours. Long pointed collars, four to six button "X-stitch" plackets and deep breast pockets are prominent features. Newest of the collar treatments is the buttonless key hole neck, some with tab closings. Skirts are shown with inverted pleats, both back and front, to give the woman golfer extra comfort. Some manufacturers are adding tee pockets at the waistband, others are featuring towel rings. Dresses remain A-line, with a new addition of matching shorts to be worn underneath.

Colors for spring will be bright and varied with dozens of choices in both solids and patterns, enriching the knit story. Blues and navies are coming in strong, replacing black as a basic.

Below, GOLFDOM forecasts spring '70 fashions with a list of manufacturers who sell pro shop lines. Many of them provide additional merchandise for those buyers who want to extend their stock to après golfwear. All of them predict 1970 will be a year for patterns and knits.

Continued

**Patterns and
knits will aid
pro shop sales
this coming
season**

BY JEAN CONLON

GOLF and GOLFDOM Fashion Editor

*DIAMONDS on the links
are a golfer's best friend,
in softly belted Fortrel
polyester and rayon
skirt (\$18), with free swinging
Arnel lino knit top (\$12),
both from David Smith.*

Illustrated by Daria Dorosh

SPRING INTO PRINT

continued

Daks USA is featuring slacks this spring with a higher rise waist and straighter leg styling. Slight tension waistbands and inside pads to keep shirts in place give great flexibility to the active sportsman. Fabrics range from wrinkle resistant blends of 55 per cent Dacron polyester/45 per cent worsted wool (\$30), to 100 per cent lightweight wools (\$40), which can be relied on for comfort and performance. To answer pro shop buyers' demands for a luxury fabric, a full line of linens (\$28) is being shown. Bold spring colors are available with navy as the basic.

Damon International now has a basic knit golf shirt with three button placket in 22 colors. There is a choice of a long sleeve model (\$23) or short sleeve (\$21). New to the line are the cotton boucle shirts in psychedelic prints (\$15). For the more conservative golfer, solids are available (\$12) with contrasting color banding at classic V or round neck. Coordinating slacks in cotton doubleknit come in seven colors, in stripes, solids and paisley patterns (\$37).

David Crystal's Lacoste dress line will be even more successful this coming spring as a status pro shop item. The classic scoop neck dress with short sleeves comes in solids and stripes (\$33). A perfect dress (\$33) for the fairways comes with its own coordinating shorts (\$10) and self belt. Keeping up with the latest fashion, is a sleeveless pants dress, with front zipper and low front pockets (\$36). For après golf, a pants suit is shown in stripes and solids, either long or short sleeves (\$55-\$60).

David H. Smith is making shopping easy for spring '70 by showing

continued on page 62

MOSIAC PATTERNS par on the green in Arnel and Rayon blue and gold slacks (\$23) from Leonard Strassi by Slack Fashions. Coordinating blue cotton lisle turtleneck (\$12.50) from Allen Solly for International Golf Accessories is topped by a nylon slipover shell with zipper pocket and front (\$10) from Munsingwear. Promark Signature glove.

