

When GOLFDOM last year backtracked to get the picture of the start of the Professional Golfer's Merchandise Show, some names of pioneer salesmen were missed. Morrie Marabon, now fairly rich and retired after Ted Woolley sold Golfcraft to Acushnet, reminded me that he was among the first "peddlers" at Dunedin's PGA National GC during a Senior's championship. Then Frank Sprogel, general manager of the PGA National Club, got the catch-as-catch-can affair organized, put it under a tent as the PGA's biggest contribution to pro merchandising.

Definitely Sprogel is the organizer of the show that has accelerated distribution of merchandise to golfers and been a tremendous saver of selling costs. Others who have been skipped by professional golf history's eyes are Eve Bowen, wife of Kip Bowen who had the Joyce golf shoe, and Jack and Eddie Lust of DiFini, Ernie Sabayrac who had Izod and Foot-Joy and Ben Hogan clubs and Bill Kaiser who was putting Hillerich & Bradsby into pro golf.



Now the PGA show is the Big Time—300 booths are expected to be sold this year compared to 290 in 1970 and floor space will again be expanded. The two big tents at Palm Beach Gardens are approaches to answering major problems of golf merchandising: 1) high cost of selling to professionals whose buying factors are scattered, compared to the compact organized procedure of store golf goods buying, and 2) the outgrown idea that golf is primarily a seasonal selling business. Anybody still sleeping with that delusion is missing plenty of profit, if not directly headed for "going broke."

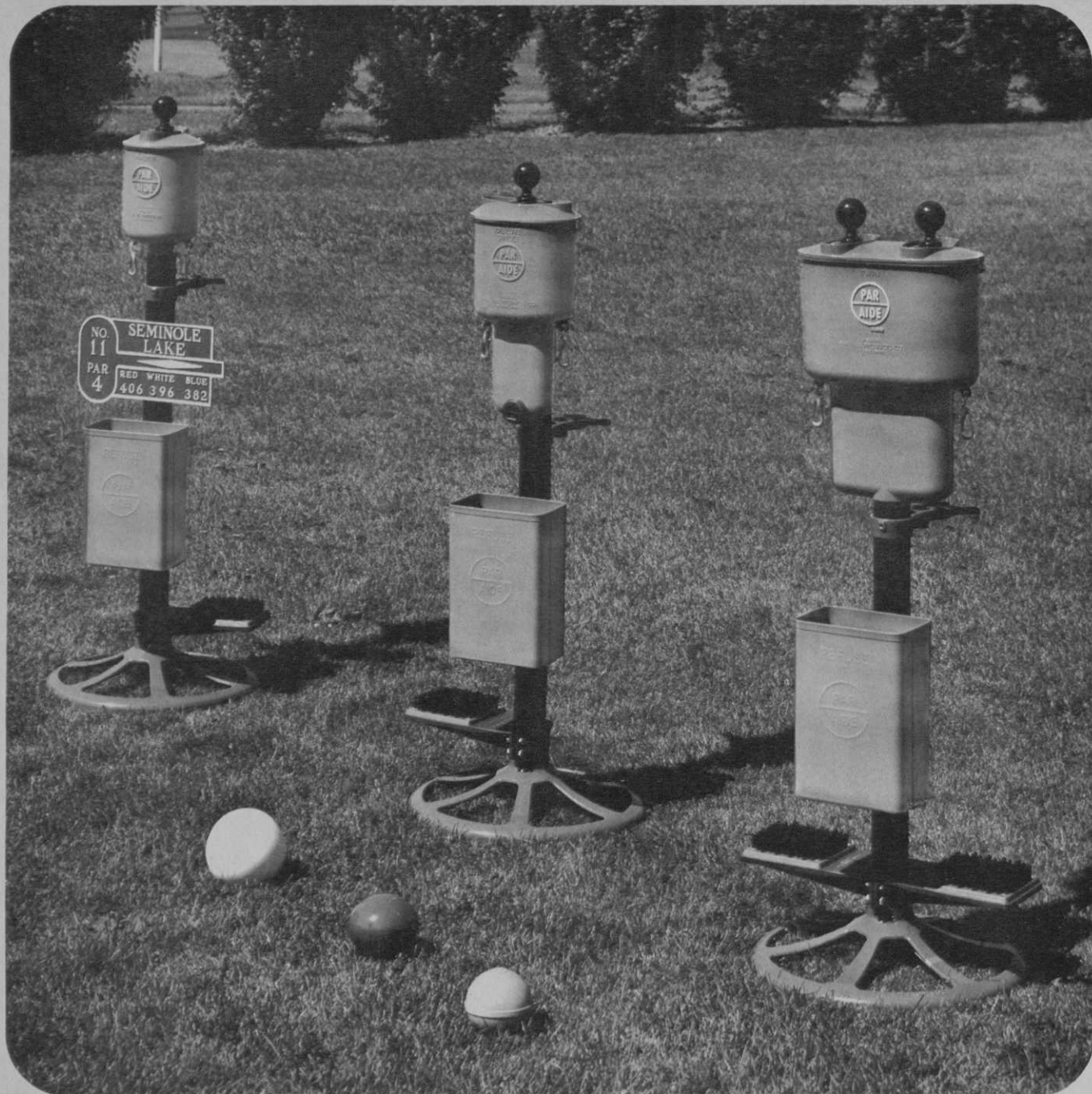
It's fitting that the show should be the flowering of a great idea of golf pro salesmen—fellows who've never been cheered for the unique magnificent work they've done for golf.

When you figure the jobs the salesmen have gotten for professionals, the ideas they have passed along, the lies and excuses they sometimes have told

to credit managers, one can get a notion of what has developed by the tremendous success of the PGA Merchandise Show.

Pro salesman organizations in Ohio, California and New York and other areas that are forgotten, did millions of dollars worth of good for professional golfers and their customers. (PGA show runs from Jan. 23d through 26th.) —Herb Graffis

*On the following pages are highlights of the merchandise that manufacturers, distributors and representatives will be exhibiting at the PGA show. The companies appearing are those that have indicated to GOLFDOM that they will be at the show; it does not represent an official exhibitors listing. An asterisk following a company's entry indicates that specific details on its product line were unavailable at press time.*



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# PGA

## Golf cars, carts, equipment

**Bohn Mfg. Company**, represented by Great Lakes Golf Ball Company, has *Kaddie Karts*.

**Club Car, Inc.**, introduces the 1971 *Caroche*, a four-wheel electric golf car. It has a gross operating weight of 840 pounds. Suggested retail price: \$1,319.50. Club Car no longer manufactures gas-engine golf cars.



**Columbia Car Corp.**, see Pargo, Inc.

**Cushman Motors Div.** of Outboard Marine Corp. announces the *Cushman Trophy*, a four-wheel electric golf car featuring corrosion-resistant, prime coated terneplate steel construction. It is equipped with individual bucket seats, automotive steering and a 36-volt electric motor. Cushman also offers the *Gran*



*Cushman* in three- or four-wheel models, gas or electric and the *Town & Fairway* which converts from a package carrier to a people carrier.

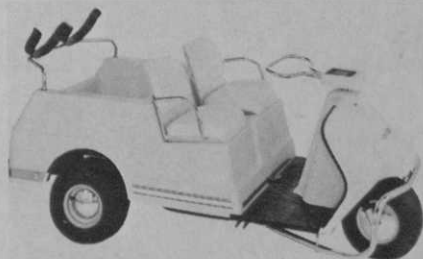
**E-Z-Go Car Div.**, Textron Corp., features the *Four-Wheel Model X-444* and the *Three-Wheel Model X-*

*440* electric golf cars. The X-444 offers a low center of gravity and high ground clearance for stability and short turning radius. Cars are constructed of steel and feature spike-proof dash padding, open mesh bag wells and wrap around bumpers. Available in red, green, white and blue.

**General Battery Corp.** offers a new golf car battery which features a red polypropylene, dirt-resistant cover for increased durability. Also featured is a non-overfill vent system which incorporates an air lock washer into the polypropylene, top to regulate the amount of water in the battery.

**Gould, Inc.**, offers the *Gould Power Breed* golf car battery which features heat/pressure welded inter-cell connections, 18 per cent more internal space, quarter turn Spray-Lok vent caps, a self aligning plate design and wider premium glass separators.

**Harley-Davidson Motor Company, Inc.**, announces several improvements in their 1971 golf cars. These include a dry element air cleaner for gas cars and electric car battery holddowns constructed of



polyvinylchloride for corrosion resistance. In addition, there is a two-year warranty on all electrical components and *Master Drive*, a dual voltage system to increase battery life and operating range.

**Jarman Company** makes a line of golf carts which includes several models under the *Bag Boy*, *Clubster*, *Camelot* and *Playday* names.

**Maynard Sales International, Inc.**, offers its electronic golf caddy which follows the golfer around the course by means of a homing device which is actuated by a small transmitter carried in a pocket or on a belt.

**Meiklejohn Company**, represented by Great Lakes Golf Ball Company, has the *Prince 12 Cart*.

**Motor Appliance Corp.** introduces the *MAC Battery Charger Model 1555E* designed especially for golf cars. It has a solid-state timing system with a TVR actuated timer to enable a short-term charge to be applied to a partially discharged battery. The model features winter storage, automatic maintenance, temperature compensation, overload protection and a line voltage compensating transformer.

**Pargo, Inc.**, announces several improvements in its 1971 models. Pargo seat brakes will be equipped with an automatic electric cut-out switch to eliminate possible driving from anywhere other than the driver's seat. A shield enclosure has also been installed on three-wheel models and the bumper design was modified for improved safety and appearance.

**Viking Corp.** offers the *Viking '71* and the *Viking Baron* golf cars. The former has a fiberglass front cowl with built-in drink holders and a large storage area, customized suspension system, two pedal braking and



speed control systems and a 36-volt electric power system. It is available in a color to match a club's color.

The *Baron* features a combination fiberglass and steel body, a console for the ignition and shift and an arm rest. It is available in lime green.

**Westinghouse Electric Corp.** introduces the *Model 437* golf car, a three wheel vehicle with a four hp traction-rated electric motor. It is all-steel constructed with bolt-on panels, foam-cushioned seats, over-size tires and positive control steering.

## Golf equipment

**Acushnet Sales Company** features the *180 Buckskin Bag* in custom-tanned buckskin. The nylon stitching is protected by a double row of raised plastic ridges for rough wear areas. It has brass-plated hardware, dual-  
(Continued on page 74)



EQUIPMENT CONTINUED



zippered shoe and apparel pocket, fully lined interior and padded shoulder strap. In addition, Acushnet features *Titleist Golf Balls* with a bright six-dozen display and *Titleist* clubs. The woods are persimmon with a brass-backed insert for \$125,

retail, per set. The irons are chrome-plated and squaretoed. A set retails for \$170. Acushnet also offers the *Model AVC Velcro* glove, the *Straight-in Putter* and the *Up'n In Wedge*.

**All Star Pro Golf Company** features the *Invitational* pro-only clubs with woods finished in golden walnut and an epoxyed sole plate and squaretoed irons with a diamond blasted face. The grips are *Golf Pride* and the shafts are *True Temper* multistep-down steel. Also offered are the *All Star R/R Plus 1* and the *Fore Star* clubs. All Star makes several other lines of clubs, balls, bags and gloves.

**Atlantic Products Corp.** introduces its 1971 golf bag line which includes the *Deluxe Sunday Bag* with new fold-back accessory envelope. The *Ladies Thursday Bag* features a mini-purse and midi-bag for personal effects. The *21-Club Round Pro* and the *18-Club Round Ladies Pro* feature a newly-designed front ball pocket. Atlantic offers a larger variety of pastels and color combinations.

**Burton Mfg. Company** makes a line of golf bags that feature color-coor-

inated *Delrin* zippers, brass hardware, nylon stitching, rayon-backed vinyl materials for extra strength, rust and corrosion resistant rivets and quality leather and vinyl materials. In addition, *Burton* makes a line of partially molded luggage which is color-coordinated to the golf bags.

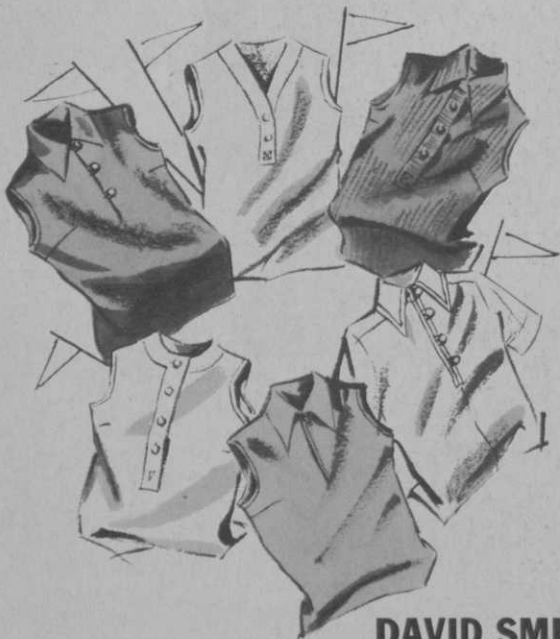
**Butchart-Nicholls, Inc.**, introduces from Scotland the *John Letters Powermaster's* golf set, which is designed to improve the average golfer's game by using clubs with synchronized shafts, impact center heads and balanced so that all clubs may be swung the same. In addition, a *Heads Up Club Display* unit is offered. It holds up to 24 clubs and is steel tube constructed and brass plated.

**Chico's Tomahawk, Inc.**, offers the *Rake* sandwedge, which has the club-head equipped with special grooves on the underside.

**Otey Crisman Putter Company** features the *Super Deluxe* model putters with hand crafted walnut lamination and bronze inserts. Available with any type of shaft but recom-  
*(Continued on page 76)*

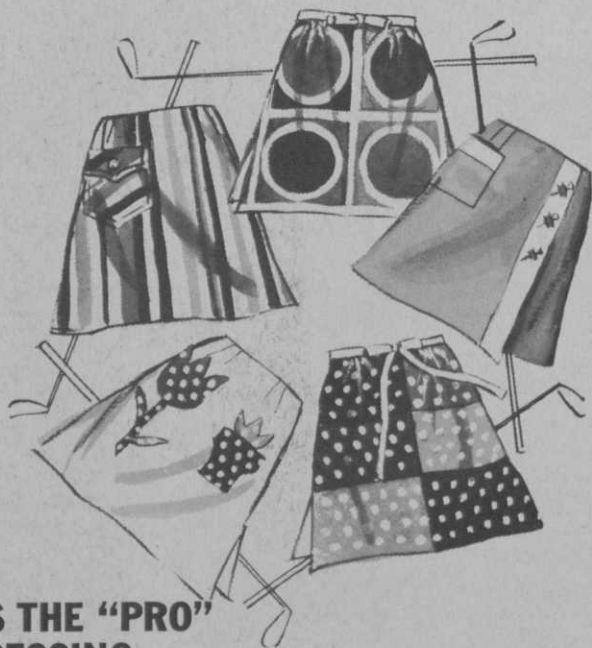
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EQUIPMENT CONTINUED

mended with a walnut toned hickory or brown glass Wonder shaft. Also featured will be the *Cat Eye* putters which have a rocker with a fiberglass green eye in the hitting area for a soft feel on contact. Several other hand crafted putters will be shown.

**Curly-Head Golf Company** features a line of hand machined putters for proper weight balance. The weight concentration is in the toe and heel. Shafts are made of True Temper steel and grips are Golf Pride pro-only. The all-brass finished putter retails for \$17.95 and the black pearl finished putter sells for more. New this year is a dull white finish.

**Dunlop Tire & Rubber Corp.** introduces *Maxfli Widowmakers*, a new line of golf clubs. The woods feature a soleplate which completely covers the bottom of the clubhead for even weight distribution and head strength. They are finished in antique brown or ebony black in a choice of Maxlite steel, Dynamic steel or aluminum shafts and rubber, black calfskin or velvet cord grips. The irons feature a Scotch blade, slightly offset loft and graduated weight distribution along the blade. Dunlop also offers the *Dunlop, Bob Charles, Susie Maxwell* and *Clifford*



*Ann Creed* club lines, golf bags and bag covers, headcovers and golf balls.

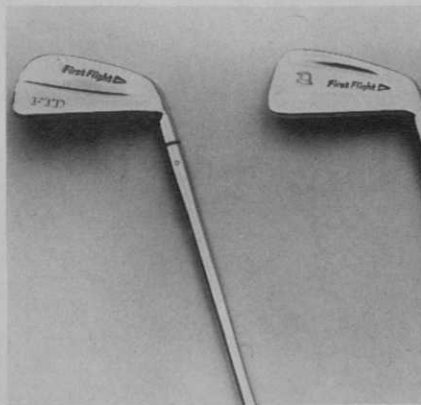
**Faultless Golf Products**, introduces the *Faultless Professional*, a

top pro club with a lightweight shaft. Woods are opaque black with a gold trim and a choice of leather or rubber grips. The *Lady Faultless* is also offered. Faultless has improved their *Professional Ball* and offers a line of personalized range balls.

**Fernquest & Johnson** introduces its *San Franciscan Custom SP 6000* model golf clubs available with various shafts, grips, lofts, lies, lengths and swing weights. The new clubs are priced to retail at \$24 per iron and \$35 per wood.

**Field Golf Company** offers the *Victura* model Bristol club. A set includes one, three and four woods and irons three through nine. In addition to Bristol clubs and balls, Field distributes *Ray Cook* and *Fore Score* putters and a line of golf supplies.

**First Flight** introduces the *FTD* no-hosel clubs with Hex Flex steel shafts. These streamlined clubs are perfectly matched, precision weighted, registered and feature a black rubber grip with white fill. A set of four woods retails for \$140 and a set of nine irons retails for \$225. First Flight also offers the *Toney Penna* line with Pro-Lite steel or aluminum shafts and the *Golden Eagle* and *Ladies Golden Eagle* lines among others.



**Flexi-Grip Div.** of Eaton Yale & Towne, Inc., features the *Crown-Cord* model, the *Pride Line Putter* model and the *Ladies Crown* model. All three golf grips have indentations for better traction and softer feel.

**Great Lakes Golf Ball Company** represents the *Munsingwear* line of golfwear, the *Pro Jo* line of shoes and caps, *E.T. Wright* shoes, *Tom Hill* putters, *Edmont-Hill* gloves and club covers, *Bohn Mfg. Company's Kaddie Karts* and *Meiklejohn Company*.

**Gyro Club Corp.**, represented by John Van Nortwick & Associates, makes a line of golf putters.

**Walter Hagen Golf Equipment Company** introduces its *Ultradyn* woods and irons. Woods are precision-tooled and feature a Strata-Bloc construction. They are finished in black and gold fleck and have a Uni-bond moisture barrier. The face insert is black Ultra Epoloc with a gold crest inlay, and has a triple roll crown brass backweight and crown sole plate. The *Ultradyn* iron is bracket-framed and sandblasted. *Ultradyn* has lightweight steel shafts and panel leather or composition grips.

**Tom Hill Golf Company**, represented by Great Lakes Golf Ball Company, makes putters and *Bal-Bak* retrievers.

**Hillerich & Bradsby Company** offers the *Power-Bilt Citation* line for 1971 which features the *Mode S7090* stainless iron head which features a beveled sole and the *Model S600* wood finished in ebony Perma Seal Tuffwood with a brass back. Also avail-



able is the *Model 6992* iron which is Levelume-plated with a flange back and the *Model 2292* Scotch blade iron. Both are matched to the *Model 315* mahogany finished persimmon wood.

**Ben Hogan Company** features the Apex shaft in the 1971 *Hogan* club line. Apex shafts feature a thin-wall construction and Hogan step design. All woods this year feature Accur-Aim face inserts and Dura-Ply laminated wood material, are finished in ebony and available in a Slip-Proof grip. Also new are the *Bounce Sole Irons* which have weight distribution raising the center of percussion. Putters are fitted with a new flat-top  
(Continued on page 78)

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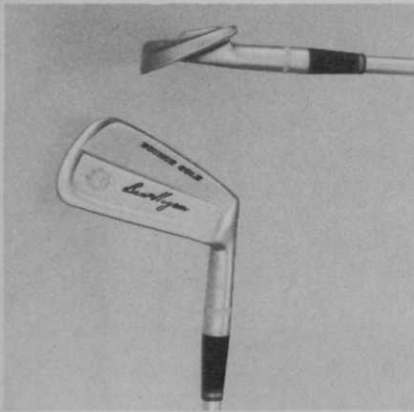
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leather grip. Four putter models feature the Apex shaft; the remaining five models have a new matte finish fluted shaft. A low compression version of the standard Hogan golf ball, called *Ben Hogan Blue*, has been added.

**S.I. Jacobson Mfg. Company** features its patented pro-line golf bag called the *Carry-All*. It is a pilfer-proof shipper and carrier which holds a golf bag and a full complement of 42-inch clubs, an extra pair of shoes and additional clothing. Its zipper tabs lock together with a brass tumbler lock. Available in metallic blue, nut red and black.

**Karsten Mfg. Corp.** makes the *Ping* irons, woods and putters. Irons are available one through nine plus a sand and pitching wedge. Woods are available in a complete range from one through six, right and left hand with standard or stiff shaft. Putters feature a balanced heel to toe weight distribution.

**Lamkin Leather Company** offers rubber and leather golf grips.

**Mac Gregor** features a completely redesigned *VIP* golf club line. Woods have an antique cherry finish to color co-ordinate with the grips. Irons have a change in weight distribution. The line features the *Tourney Taper* shaft.

The re-styled *M/T* line will have a greater variety in specifications. Irons are available with *Split/Level* or conventional soles. Woods again feature *Tee-Sole* construction. The *M/T*

line is available with lightweight steel, aluminum or conventional steel shafts.

**Matzie Golf Company**, represented by *Golf Mart*, features its *Velvet Touch* putters.

**Al Northrup** carries golf equipment and his own *An* putters.

**Northwestern Golf Company** announces its *Rosasco Brothers* line of men's clubs which feature a choice of steel or stainless shafts, laminated ebony black finished woods, pro-only heads and a choice of *Gold Crown* or *Lamkin* slip on leather grips. Also new in this line is the *Uniwood* putter with a dark walnut finish, heavy brass sole and one-piece construction. In addition a new *Superba* men's model will be offered.

**Arnold Palmer Golf Company** features *Tru-Matic* woods and irons in the *Personal* model. They feature new lightweight steel shafts and are personally designed by Arnold Palmer. In addition, the company makes a line of putters, the *Lady Palmer* golf club line, a line of gloves, bags and balls.

**Penfold Golf Balls, Inc.**, introduces a golf ball with liquid center, called *Penfold Ace*.

**PGA Div.** Victor Golf Company introduces *Mr. President* model woods and irons designed exclusively for country club presidents. The line offers a highland green finished vertical laminated wood head, nickel-chrome plated flowing back designed irons with the weight slightly above the sole, *Herculite* lightweight steel shafts and a choice of rubber cord-line or panel leather grips.



**Ram Golf Corp.** features the *Golden Ram* golf ball with a *Surlyn A plus* cover for durability and a *Polyplex* paint finish for strength. Ram also offers the *Golden Ram Fullback* model men's right-hand club line with *Dynalite* lightweight steel shafts, two-piece wide-angle face inserts on the woods and a contoured weight flange on the irons. In addition, the *Super Ram Bamboo Driver* of laminated bamboo with an ivory epoxy face insert is offered.

**Royal Golf Equipment** offers a set of new golden oak finished woods which come with a solid insert, a half-moon backweight and black and gold filled *Crown-Flexi* composition grips. Their new irons feature a new look in club head design and are precision engineered to provide perfect balance and maximum feel through the hitting area. Both woods and irons feature *True Temper* lightweight steel shafts. Also new is the *Fairway II* golf ball.

**Shakespeare Sporting Goods Div.** introduces the *XLD WonderCover* ball made of extra durable material. It has a solid center and is available in compressions of 80, 90 and 100. In addition, Shakespeare offers the *XLD-Mach One* clubs with *Dynalite* lightweight steel shafts and rubber grips. The woods have a box-type laminated head finished in a two-tone blend of cherry and black. Irons are matched, designed with semi-square toe with hard chrome finish on leading edge.

**Sit N'Rest Golf, Inc.**, makes *Cart-Bag*, the combination golf cart and golf bag. Each model also comes in a deluxe version with a matching fold-up seat and a removeable valet bag.

**A.G. Spalding & Bros., Inc.**, introduces the *MV2* model clubs with lightweight steel shafts. Set of four woods and eight irons priced to retail at \$210. Spalding also will show four new putters with brass finish and a line of men's and woman's *Elite Golf Gloves* in cabretta with adjustable closure. Spalding's exhibit this year will include the *Bernhard Altmann* line of men's apparel, Spalding's *Top Flite*, *Elite* and *Executive* golf club models for 1971.

**Uniroyal**, see *Royal Golf Equipment*.

(Continued on page 80)



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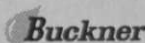
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EQUIPMENT CONTINUED

**Wilson Sporting Goods Company** introduces *Berg Ladies Staff* woods and irons. The woods feature Strata-Bloc construction and are treated with Aqua-Tite to seal out moisture. The irons have a rounded sole, drilled through hosel and a diamond sand-blasted face. Both woods and irons have lightweight steel shafts. Also new for 1971 are the *Staff* model woods and irons. Woods have a wide, screwless face insert and two-piece sole plate. The *Staff Dynapower* irons have a wide oval sole design with a beveled leading edge. Also shown will be the *X-31* woods and irons and the *R0400 Advisory Staff* golf bag.



### Golfwear, gloves, shoes

**Ajac Corp.** features golf gloves, putters and accessories.

**All Star Industries** offers four models of its leather golf glove—two *Star* models, the *Crown* model and the *Royal Crown*. In addition the *All Star* golf shirt is offered. It is machine washable two-ply Supima Durene cotton and comes in either three-button placket or solids and stripes.

**Annabelle-Rainbow Sales** has added a line of clubs and putters to their golfwear line. Offered are golf gloves, headwear, slacks and ladies' sports handbags.

**Arcan Slacks** by Corbie Mfg. Company will be offered in doubleknit stretch, permanent press and in walking shorts.

**Better Made Headwear Company**, division of Stetson Hats, represented by John Van Nortwick and Associates, offers golf hats.

**Brookvalley Div.**, represented by John Van Nortwick and Associates, offers women's shells and sportswear.

**Buccaneer Mfg. Company** makes a line of men's and ladies' windbreakers and rainsuits. The ladies' line features a three-quarter length slicker with a hood and a pocket on the back, retail price about \$16. The men's line features a cotton lined windbreaker.

**Calree Company, Inc.**, offers a line of golf accessories including head covers, hats and caps, men's and ladies' golf hosiery and golf gloves. In addition, Calree features a waterproof jacket with a foam lining.

**Jack Carnahan, Inc.** represents *Jaymar-Ruby*, *Croston of Boston*, *Johnston & Murphy*, *Hadley Corp.*

**Coberknit**, represented by Ernie Sabayrac, features women's knee-length raincoats of nylon K-Kote in six colors and men's *Longie* rain jackets with concealed hood in champagne, navy or light blue. Also offered are men's and women's pin-stripe nylon golf jackets with no two alike in color and design to give a one-of-a-kind look.

In addition, Coberknit will show men's bermuda shorts of Avril and polyester in plaids and tweedy stripes.

**George Cook, Ltd.**, makes a line of sport coats for men. The line includes a hand-screened flower print, 100 per cent cotton coat styled with lapels and a center vent and a doubleknit polyester sport coat that is wrinkle-proof and suitable for year-round wear. In addition, George Cook, Ltd., represents *Mr. Dino* men's sportswear, *Thomson Trousers*, *J.S.I. Sportswear*, *Bodin Knits* and *Harburt's* sportswear.

**Croston of Boston, Inc.**, represented by Jack Carnahan, makes crested blazers, sportcoats, crested ties and embroidered crests. Featured is a doubleknit stretch sportcoat in a two-button shape with a deep center vent, western flap pockets, and a halfbelted by-swing back. Available in navy, royal blue, tobacco and tan for \$69.50. Also offered is a line of official PGA lined ties in a set of four for \$20.

Available in white, light blue, red and navy.

**Da-Rue of California**, represented by John Van Nortwick and Associates, offers ladies' sportswear.

**DiFini Originals** features polyester doubleknits for 1971. For men there is the *Trevira* line of doubleknit slacks styled with straight legs, Western pockets and without belts, all color-keyed to the *Trevira* featherweight doubleknit shirts and the *Supima* cotton mercerized shirts. Also for men DiFini offers a new shirt custom printed through a heat transfer process.

For ladies, DiFini offers a collection of polyester doubleknit lightweight



slacks, culottes, shirts and shorts and a choice of sleeveless shells or *Supima* zip-front cotton knit blouses. Also offered are velour tank tops, a sporty pant suit line and a limited line of apres-golf blazer suits.

**Derby Cap Mfg. Company** introduces a woven, patterned baseball type cap to be furnished by the PGA in the Seniors Tournament. The cap retails for about \$3. In addition, Derby offers a full line of golf headwear in a variety of colors, styles and fabrics.

**Dexter Shoe Company** offers a wide variety of golf shoes in Corfam, Aztran, calfskin and leather and suede combinations. Included in the men's line is an Aztran cap toe monkstrap model, a calfskin shield wing saddle oxford model and a blucher saddle with oxford kiltie attached model. The ladies' line includes a Corfam square-toed oxford shoe, a leather moccasin toed shoe with a kiltie attached and a wing tip shoe with kiltie attached.