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ISOTONER™

power grip golf glove



* Patent No. 3597765

Golfers! NOW, a golf glove that gives your hand a magic touch, a feeling of a solid power grip, increased dexterity and suppleness, no-slip control thru the *Iso-Massage™* action of the *Patented** *Isotoner Power-Grip Golf Glove*.

(1) New concept in golf gloves (2) Patented construction relieves tiredness in hands (3) Scientific leather strip placement gives no-slip control and solid grip (4) Golfers report decline in blisters and callouses on hands (5) Isotoner fabric immune to perspiration — Gloves will not dry out stiff and harsh (6) Available in: Pink, Light Blue, Lilac, Gold, Coral, Black, Lime, Navy with bone leather and Bone with Camel leather.



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WE'RE COMMITTED.



Faultless for '72. Dedicated to serving the Golf Professional.

Faultless hasn't become one of the fastest rising names in golf equipment through empty promises. We've done it through commitment.

We're committed to top value and unsurpassed quality.

We're committed to fast, direct service which we're striving to make the best in the industry.

We're committed to your increased profit by giving you the highest margin of any major manufacturer and by exclusively pre-paying all shipping.

In short, we're committed to supporting

you, the Golf Professional, in the same way you're committed to serving your golfers.

OUR SOLID SUCCESS. Faultless Professional Plus. The new computer blend golf ball that's making golfing history.

As Lee Trevino puts it, "The computer blend gives me all the distance I need. But more important, it's the most accurate ball I've ever played."

He should know. He played the Professional Plus in the '71 U.S. Open... first of his unprecedented three national open wins.

WELCOME TO THE CLUB. Faultless Professional golf clubs offer three things in particular that you, as a Professional, can really appreciate.

First, there's a choice of two distinctive models—the Professional, and the F-IV. Plus, for the gals, the Professional Lady Faultless.

Each model has its own design and finish. All three are hand-crafted to the highest quality standards.

Another thing. They offer fantastic playability and responsiveness that's hard to top.

Finally, there are a number of custom options available. These include extra length, rubber or

leather grips, lightweight steel or dynamic steel shafts. In addition, there's a choice of shaft flex (A,R,S, or X) and a wide range of swing weights.

And knowing your inventory problem, we're going all out to give you the fastest possible delivery and service on every custom order.

OUR ADVERTISING COMMITMENT. Once again, Faultless leadership is evident in our heavy advertising support.

Highlighting our '72 program is sponsorship of Lee Trevino's Golf for Swingers TV series, plus a full schedule of hard-hitting club and ball advertisements in such publications as Golf Digest, Golf, Golf World, Sports Illustrated, Newsweek, Time, Esquire, and The Wall Street Journal.

This, then, is our total commitment: to provide the Golf Professional with the finest equipment, service and advertising support available today.

We hope you'll share in our growth and get what's coming to you: greater profits and the full satisfaction of your golfers.

FAULTLESS
We're committed.



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For the men, the newest pants are done with a slightly wider flare. Belt loops are styled on many of the golf trousers, some even merchandised with their own self belts or elasticized webbed belts. Shirts are classic in traditional short sleeves with placket front, the four button model favored.

Jackets for both men and women golfers are in many of the spring lines. It's a blazer look that takes the fashion lead, cut trim in the arms and nipped slightly at the waist.

Notwithstanding gimmicks, the golfer and especially the professional, will reap the myriad of new club designs and materials being introduced at the PGA show: Golf cars and systems are more efficient; golf equipment in the medium and lower price ranges are directed toward beginners, and accessories for all seasons will enable the golf shop to be well-stocked in 1972.

The detractors of the electric golf car (the batteries always run out at the remotest part of the golf course) are being silenced as new power systems and longer-lasting batteries are being developed for today's electric golf cars. The gasoline car, in an effort to head off the charges of pollution and noise, are presenting quiet riding, non-polluting three- and four-wheeled vehicles. The trend, however, is toward electric cars. The electric golf car battery manufacturers at the show are offering the total power system: longer-lasting lightweight batteries and chargers.

The addition of several new manufacturers in both the battery and golf car line indicates the trend towards riding. One new manufacturer which will be closely watched is introducing collapsible gas and electric golf cars for the trunk of a car or storage sheds. They will retail for under \$700. The durability, safety and operating efficiency of these cars may dictate future golf car trends.

Golf equipment manufacturers have been literally "on the ball" this year. The golf ball which will give the greatest distance this year, bar none,

is the . . . well, every manufacturer is claiming to be the longest, so it's up to the professional to personally test them all to make his own evaluations.

Some significant design changes occurring within the ranks of the golf ball manufacturers as they prepare to tackle the "big one" for 1972 include a hexagonally-dimpled golf ball with 252 dimples as opposed to the conventional 336. In the solid ball marketplace, at least two manufacturers have taken major strides to enhance the pro shop market of solid balls. New chemical formulations to allow compressions of 80, 90 and 100 have been introduced. Another manufacturer took 15 million possible combinations, fed them into a computer, and got the "perfect" blend or formula. For the first time, a Japanese (they have previously concentrated on the discount store market) manufacturer is introducing a durable pro-only golf ball designed to compete with American pro shop balls. The prominent material for the outside cover of most golf balls appears to be DuPont's Surlyn, the cut-resistant cover.



Large Velcro Tabs Are "IN"

The new Imperial golf glove by Champion offers a full length opening with a large Velcro tab. Golfers like the ease of putting on and taking off this distinctive glove. Velcro fastener offers complete adjustment for tightness of palm throughout life of glove. Finest Chevreau capeskin in a wide array of fashionable colors. All sizes for men. Suggested retail \$5.

See it plus other gloves at the PGA Florida Merchandise Show Jan. 22-25.

Champion
GLOVE MFG. CO.
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Most irons for 1972 are "centered" around the weight redistribution principle. The balancing of the club-head, in one case with the use of tungsten alloy weights, will give the high, average and low handicap golfers more consistency. Weight redistribution means that balls hit near the hosel or on the toe will not feel (or go) as if you're hitting into frozen turf, but will provide better flight path and distance than in the past. Previously, when all of the weight was at the centroid or "sweet spot" if you missed it, tough luck. Although chrome-finished heads are holding their own for 1972, some manufacturers are offering stainless steel heads. Their success or failure should also indicate trends of the future. Golf irons without a hosel and with offset heads are also being offered. The theory being, to take the weight out of the hosel and place it in the head without increasing over-all weight. There are no great changes in store this year for golf woods.

Ladies' clubs are also undergoing change but not so much in design as in color. Departure from the basic blue to pastel-colored clubs are a trend-setter. In the putter market for ladies, matched grips, shafts and putter heads in pastel colors are being pushed by most manufacturers.

Putters continue to border from grotesque to absurd, but the golfers are trying anything to cure the yips. For the most part, the wide array of putters to chose from could create some headaches for professionals when ordering putters, but sticking to the basic blade, offset, flange and mallet, interspersed with the new innovations, should provide the best-selling stock for the golf shop.

A most noticeable trend in the golf equipment industry this year is the increasing emphasis on medium and lower priced clubs for pro shops to complement the top-grade clubs. Starter sets and junior sets, matched and of good quality, are available to professionals for competition with discount store merchandisers.

It is going to be a full-time job for the golf professional to analyze and evaluate the fashions and equipment being presented by the record number of exhibitors at this year's show. The professional, however, who is familiar with the trade jargon and up on the trends within the industry, stands a better chance of meeting the demands of the golf shop customer.

—Jean Conlon and Jerry Olson



On the following pages are highlights of the merchandise that manufacturers, distributors and representatives will be exhibiting at the GCSAA show. The companies listed have indicated to GOLFDOM that they will be at the show; the list, therefore, is not an official exhibitors listing. An asterisk preceding a company's entry indicates that details on its product line were unavailable at press time.

Golf cars, equipment, carts

Boylan Leasing, Inc., features leasing, sales and service of Harley-Davidson electric and gasoline golf cars.

Club Car, Inc., offers a new *Caroche* with a modified A-frame end suspension with emphasis on its light weight of 480 pounds (without batteries). The aluminum frame on the *Caroche* is housed in a triple-thick fiberglass body that will not rust, corrode or ever need painting, according to the company.

Cushman Motors introduces a new, compact and modestly priced three-wheel electric golf car for 1972. The *Trophy 300* has individual bucket-type seats, a one-piece steel front bumper and a new bag rack design. The body is formed of terneplate steel for reliable protection against the corrosive effects of water and chemicals used on golf courses. The *Trophy 300* also has a 36-volt DC series traction motor.

ESB Brands, Inc., features the *Exide* and *Willard* golf car batteries. The batteries are rated for 106 minutes of continuous running power and contain a new one-piece cover and quarter-turn vent cap to save battery maintenance and inspection time. Also available is the new polyporpylene *EV-88* golf car battery.

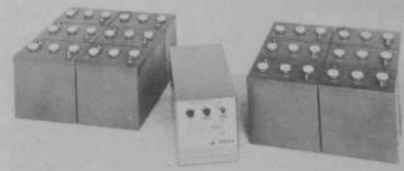
E-Z-Go Car Div., Textron Corp., features the *Four Wheel Model X-444* electric and gasoline golf cars. This model features a low center of gravity and higher ground clearance.



Also featured is the *Three Wheel Model X-440* with horizontal stabilizers and dual hydraulic shock absorbers. Also available is the *Automatic Charger* designed to lengthen battery life.

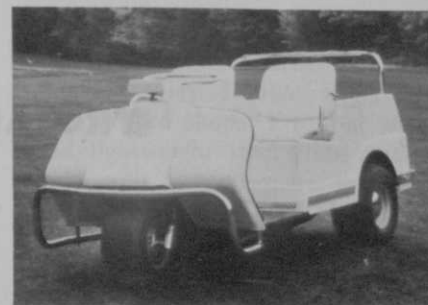
Flagmaster, Inc., manufacturers electric golf cars.

Gould, Inc., features electric vehicle power systems with fully automatic matched battery/charger packages. Batteries are available in 6-, 12-, 24-, 36- and 72-volt systems and are designed for easy maintenance.



The batteries feature polypropylene container and cover for maximum energy density and strength. The battery charger features Reactance Limited charging which minimizes the effect of battery temperature and age.

Harley-Davidson Motor Company introduces a new line of electric and gasoline golf cars with features, such as effortless power reduction steering, optional steering wheel or tiller bar and a wide, stable stance for smooth riding. Both cars feature a suspension system combining torsional stabilizers, hydraulic dampers, coil springs and



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Longer
driving
starts
here.....and here!



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.

THE CLEAN QUIET GO FOR YOUR GOLF CARS...

GO ELECTRICALLY...GO TROJAN

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telescoping front fork. The electric car features a two-year warranty on all major electrical components, including batteries and an optional seat brake is added for safety. The gasoline car boasts an instant ignition system which starts and stops the engine as the accelerator is depressed or released.

Jarman Company, a subsidiary of Browning Arms Company, features a wide range of golf carts including the *Bag Boy Master*, *Clubster* and *Play Day*.

Maynard Sales International, Inc., announces the electronic golf caddy with no pushing, pulling or steering. *Maynard* operates by means of a homing device activated by a small transmitter carried in a pocket or clipped onto a belt. The transmitter sends a signal to a receiver inside *Maynard*. Two analog computers calculate the speed, distance and direction of the golfer and automatically translate these signals into power pulses for the pair of 24-volt electric motors.

Motor Appliance Corp. introduces a completely electronic system for sensing and charging golf car batteries. In the charger there are no timers to turn on and set, all that is necessary is to connect the DC plug to the golf car. The electronic charger *Model 1555E* monitors the battery condition and automatically charges only the amount required to fully recharge a set of batteries. The charger is overload protected and short circuit protected.

Pargo, Inc., offers improvements to benefit both golfers and course opera-

tors in its new line of 1972 golf cars. Major improvements include integral side rub rail and foot rest to protect the car body and dash assembly from damage, modernized styling, recessed front wheels, new drink holders and an improved bag mounting system. The electric golf cars include a four-wheel and three-wheel model with a steering wheel, and a three-wheel model with tiller.

Shatai-Kogyo Company, Ltd., features electric golf carts.

Sit N' Rest Golf, Inc., features the *Cart-Boy* combination golf cart and golf bag, and conventional golf carts. They also feature scorepacks, rain covers, travel covers and other golf accessories.

Tau-Meson, Inc., introduces a new collapsible one and two seat golf car which can be carried in the trunk of a car. The *Playmaster Model 500 E* (electric) and *500 G* (gas) retail for under \$700. The top line of *Playmaster* golf cars, designed for fleet use by country clubs and municipal courses, retails for approximately \$1,375. The cars offer tip-proof rider safety, fiberglass body, two reverse speeds and caliber disc brakes.

Westcoaster, a subsidiary of Otis Elevator Company, introduces the *S-71* golf car. The car features four wheels, stability automotive steering, quiet, smooth hypoid drive axle, individually adjustable heavy-duty vi-



nyl seats, low profile and a rugged fiberglass body. Also introduced this year is the model *970-AA*, four-wheel turf vehicle. The vehicle contains options such as hydraulic dump box, auxiliary transmission with power take-off and fiberglass cab.

Westinghouse Electric Corp. introduces a new *VIP* golf car for 1972. The custom built car, designed for VIPs and celebrities, includes AM/



FM stereo, radio and tape deck, black and white TV and a built-in bar. Westinghouse also has the three-wheel *Model 437* and four-wheel *Model 436-E* golf cars. The all-steel constructed electric golf cars feature a 4 1/2 hp traction-rated Westinghouse electric motor.

Golf equipment

Acushnet Sales Company enters the golf club field with its new *Titleist* irons. The irons feature a new design concept which redistributes clubhead weight to provide greater distance and accuracy when hitting away from the sweet spot, according to the company. Tungsten alloy



weights are inserted at the clubhead's extremities. The new clubs are manufactured by a technique called investment casting and have a separate lightweight steel shaft custom designed for each iron. Also new are the *Flexiglide* and *Monarch* golf carts manufactured in Great Britain. Acushnet will also be displaying the *Titleist* golf ball, Acushnet bags and accessories. See **Pringle of Scotland**, distributed by Acushnet, under a separate listing.

Ajay, Fernquest & Johnson Div., features the *Ajay Double Eagle* golf clubs for pro shops. Featured is the *SS-4* lightweight steel clubs with a blade with a semisquare toe. Also available is the *XSP*. The woods have a metal backweight and the irons have a square toe and a smooth back. Also Ajay carts, bags and accessories.

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All Star Pro Golf Company features the *Invitational* pro-only woods and irons. Also offered are the *All Star R/R Plus 1* and the *Fore Star* clubs. All Star's line also includes putters, utility woods, bags, balls, assorted golfwear, socks, caps and umbrellas.

***American Precision Golf Company**

Around-The-Green Enterprises features putters, chippers and accessories for 1972. The line includes blade and flange putters. The blade model features a brass head with black line top. The flange is marketed with either a gray or non-gloss white top. Suggested retail price is \$16.95. The chipper has flat putter grip, putter length and brass head. Suggested retail price is \$17.50. Accessories available include golf towels and putter/chipper covers in a variety of colors.

Atlantic Products Corp. introduces the new *Professional* nine-inch round golf bag with a two zipper front ball pocket, new back boot pocket design and side accessory pockets. The bag is available in three expanded vinyl colors. Suggested retail price is \$30. Atlantic also features an 8 1/2-inch deluxe canvas Sunday bag which retails for \$14.

Axaline, Inc., introduces a new line of high-fashion putters. The *Daisy* (mallet) and *Flair* (blade) feature a shaft of anodized aluminum the same color as the grip and the putter head. Also new this year is the *Black Widow* putter. Axaline also features fashion-matched knit shirts and sweaters.

Burton Mfg. Company, Inc., features genuine *Steerhide* bags and accessories in its 1972 luxury line. The bags have molded leather bottoms with metal studs, drag plate and drain grommets, large color-coordinated Delrin zippers and the look of African crafting.

Butchart-Nicholls, Inc., makes a full effort into the pro-only golf

**Information unavailable at press time*

market with the introduction of the *X-1* woods and irons for 1972. They are manufactured by John Letters of Scotland. The *X-1* features woods and irons with lightweight steel shafts; the irons have stainless steel heads. Two American-made golf sets for 1972 by Butchart-Nicholls are the *Professional* line which lists for under \$200 and the *Custom Built* line which lists for under \$125. Both sets are available in men's and ladies' models. John Letters putters and three new B-N putters are also available. A new line of bags, retailing from \$12 to \$80, and the *SC90* golf ball, retailing for \$16 a dozen, are also available.

Jack Carnahan, Inc., represents **Toney Penna** golf clubs.

Chico's Tomahawk, Inc., offers the *Rake* sandwedge, custom-made putters and pitching wedges and a hand-made line of putter covers.

Otey Crisman Putter Company features hand crafted putters in hickory, steel, aluminum or bamboo shafts. They are made in any lie, loft, length or weight. Two-tone leather grips are standard but grips may be made round, flat top, paddle, piston or any shape ordered. Otey Crisman also manufactures putter stands.

Curley-Head Golf Company, see **Reifers Golf, Inc.**

Dunlop Tire and Rubber Company introduces *Maxpower* golf clubs, which feature a new tapered shaft. The diameter of the shaft has been reduced by a series of "step downs" in the shaft tubing which give it greater strength. The design



concept of the *Widowmaker Maxfli* woods feature a soleplate which completely covers the bottom of the club-

head spreading the weight evenly across the bottom of the club. The irons feature an offset, coordinated loft and lie Scotch blade. Dunlop also offers golf bags, bag covers and accessories along with its *Maxfli* golf ball.

Easajo Golf Company features the *Model 2* precision forged brass head mallet putter retailing for approximately \$17.95, the *Model 3* stainless steel blade putter retailing for \$21 and the *Model 5* retailing for \$18.

The Fast Eddie Putter Company, Inc., features hand-made putters with six new models featuring mallet, blade and blade with flange. The putters come with either an offset or straight shaft.

Faultless Golf Products features its *Professional* model woods and irons for 1972. The woods are constructed of laminated maple and designed to provide more weight behind the ball. The chrome-finished irons are forged in a classic high-toe style. They have a flare back pad and weight redistribution across the clubface. Special



emphasis is being placed on the *Professional + computer blend* golf ball. Over 15 million possible combinations of ingredients were analyzed by a computer before the proper formula was developed, according to the company. Faultless also features durable range balls.

Field Golf Company features the *Bristol* woods and irons. Also for 1972, Field features the *Eagle Plus* and *Birdie* golf balls and the *Ray Cook* and *Fore Score* lines of putters and accessories.

First Flight Golf Company features *FTD* offset woods and irons with virtually no hosel. The no-hosel iron is joined to the Hex-Flex shaft, taking the weight out of the hosel and putting it behind the clubhead.

(Continued on page 70)

Ben Hogan's **great ball!**

Faster...
Tougher...
Whiter!



The **Apex** series

Hogan Black
Apex 100



Hogan Red
Apex 90



Hogan Blue
Apex 80



I am convinced that the **Apex** series golf ball is the finest golf ball I have ever made or I have ever played. We have developed a whiter finish on a tougher cover. The specially developed high compaction winding thread gives greater distance and tighter dispersion patterns. Tests show that *no one is making a golf ball that performs like the Apex series.* Try them and I know you'll be convinced.

Sincerely,

Ben Hogan

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Available only at your golf professional shop.



continued from page 68



The off-set wood has a face set in back of the shaft making it easier to line the ball up with the hole and reducing the tendency to fade or slice, according to the company. They will also feature *Hot-Z* golf bags.

Golf Lynx introduces the *Lynx* woods and irons. The irons have a longer iron blade with large sole and is five degrees offset. The woods, like the irons, have the weight redistributed between the hosel and the toe.

*Information unavailable at press time

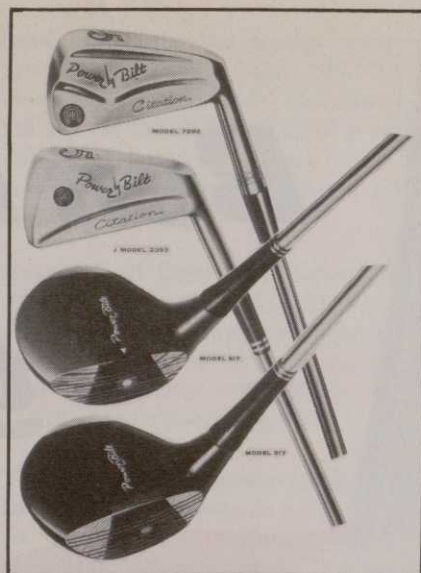
Golf Pride by Eaton Corp., Molded Products Div. features a line of golf grips.

***Golf Tech, Inc.**

Walter Hagen Golf Equipment Company introduces the *Ultradyne* woods and irons for 1972. The prestige line of clubs features woods with a moisture seal treatment, contour sole, one-piece sole plate and individually matched shafts. The irons feature contour sole with three-way roll, beveled leading edge, pear-shaped heel and Fluid-Feel shock eliminator. *Haig Ultra* woods and irons, balls and the *Lady Ultra* will also be featured in addition to Hagen golf bags and accessories.

Tom Hill & Associates introduces *The Masher* and the *JS 44* goose neck mallet to its line of custom fitted putters. A *Custom Putter Center* allows the display of 15 putter heads and shafts for 45 different combinations for the best fit. The *Bal-Bak Retriever* will also be featured.

Hillerich & Bradsby Company features new uni-weight pro-power shafts in their *Power-Bilt* woods and irons. The *Citation Model 517* wood



features a perma-seal laminated wood head, propellac face insert and a power-weighted back. The *Model 317* wood has a solid persimmon head. The *Model 7292* irons have a lev-elume-plated carbon steel head with a flange back, a non-scuff bevel sole and a new contour design. The *Model 2392* Scotch Blade has a plain back.

Ben Hogan Company introduces the *Apex* irons for 1972. They feature a new jewel-like appearance

Ten good reasons you should

Recommend Golden Ram!



- 1 It has the liveliest center of any golf ball made. Outrebounds liquid centers by as much as 50%.
- 2 The Golden Ram has maximum high-tension windings.
- 3 It features a Du Pont Surlyn "A" cover that simply will not cut.
- 4 Its windings adhere to the cover so the Golden Ram can never lose compression . . .
- 5 Or go out of round.

- 6 Thanks to its unique cover material, the Golden Ram plays well in extreme hot or cold weather.
- 7 It has a sparkling white finish that will remain white and new looking for the life of the ball.
- 8 Its outstanding construction provides a crisp "click" and distance equal to, or better than any ball made.
- 9 The Golden Ram must pass more tests (Air-cannon, initial velocity, compression, rebound, extreme temperature, etc.) than any other ball.
- 10 The Golden Ram is field tested and played in tournaments by many of the leading touring and home Professionals.



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