

with straighter leading edge for faster aiming and rounded sole pad for controlled bounce action. The woods feature the Hogan Speed Slot with curved sole and an extended shaft length for the driver to 43½ inches. Ladies' woods Model 4050 color coat has been changed from black to midnight blue. Hogan also introduces a new *Apex* series of golf balls with a newly developed high compaction winding thread. Also new for 1972 are a men's special pitching wedge, two new putters, five new golf bags and a Velcro glove with a self-adjusting tab.

Karsten Mfg. Corp. features the *Ping* irons, woods and putters. The putters have a balanced heel to toe weight distribution. Introduced this year is the *My Echo* putter.



*Ladie Pro Golf Company

Lamkin Leather Company offers a complete line of leather and rubber golf grips.

MacGregor features the *VIP* clubs for 1972. The woods are soild persimmon with the exclusive Tee-Sole. The irons have a conventional or Split/Level sole. Also introduced are the *MT* woods and irons with compact size head models available this year. A new line being introduced this year are the *DX* model clubs, modestly priced in men's, ladies' and youth models. Also available are golf bags, putters and the *Tourney* golf ball.

*Information unavailable at press time

Matzie Golf Company, represented by Golf Mart, features a total line of 50 *Velvet Touch* putters in a variety of grips, shafts and colors for 1972. The new addition this year is the *Scratch* putter which is end weighted, fully squared and features a large sweet spot. Matzie putters retail from \$14.95 to \$20.

*Hugh McLaughlin & Sons

*Merritt Assn., Inc.

Northwestern Golf Company is introducing a specially-designed *Thunderbird* model for pro shops only in its 1972 line. The *Thunderbird* features a lost wax process stainless steel iron head, laminated woods with a screwless face insert. Other pro-only models from Northwestern include the *Rosasco Bros.*, *Superba* and *Ultimate*.

Arnold Palmer Golf Company introduces the *Arnold Palmer FTD* woods and irons, and the *Palmer-Tru-matic* and the *Lady Palmer* woods and irons. Also available are *Hot-Z* bags and *Duckster* golfwear.

Pedersen Div., O.F. Mossberg & Sons, Inc., introduces the *Seventeen-Four* woods and irons. The woods feature kiln-dried persimmon with a mahogany finish, and the irons feature heads of precision cast stainless steel. Pedersen also features the *Staff Pro-Ette* and custom-made woods 1 through 15. Also available are the *St. Andrews* golf bag, the *Excel* ball and a complete line of gloves, shoes and accessories.

Penfold Golf Balls, Inc., represented by Burton Mfg. Company, feature the *Penfold Ace* golf ball in both the standard American size (1.68-inch diameter) or the British size (1.62-inch diameter). Both balls retail for \$14.75 a dozen.

Toney Penna, a division of ATO, features the *TP* woods and irons.

PGA-Victor, a div. of Victor Compotometer Corp., introduces the *Par Excellence* golf clubs. They are constructed according to static weight (over-all weight versus swing weight). The *Par Excellence* clubs have greater loft to get the ball up, increased club length to make the ball go farther and to compensate for the loft, and because of the greater length, the



club's lie has been flattened. The *Scrambler* seven wood is standard with each set of woods and a *Chip Iron* and *Chipper* are optional irons. Also featured are *Ryder Cup Fashions* by PGA. The lineup of apparel includes 67 different knit slacks and over 40 different shirts. The PGA-Victor golf bag line will feature the wetlook expanded vinyls. A new red, white and blue product packaging for all PGA-Victor products will also be introduced.

Princeton Chemical Research (PCR) Golf Ball Company introduces a newly-constructed one-piece golf ball, the *PCR Professional*, sold in pro shops only. Suggested retail price is \$15 a dozen.

*Progressive Dynamics

Pro-line Golf Corp.'s first year of full-line golf equipment and accessories features *Perfecta* and *Exacta* woods and the *Playable* irons. The *Perfecta* woods feature an energy plate of tempered aluminum built into the club's sweet spot. *Exacta* woods feature a small sole to reduce dragging. The *Playable* irons feature 100 per cent chrome plating that won't peel. Pro-line also introduces a no-cut, power-wound golf ball with a high energy center, which retails for \$1.25 each.

Rainbow Sales Company introduces the *Skyway* golf ball manufactured by Bridgestone Tire Company, Ltd., Japan. The ball is coated with a new, thick polyurethane cover for extra durability and will be sold in pro shops only. The ball has a liquid center and comes in 80, 90 and 100 compression. The USGA-ap-
(Continued on page 72)



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proved balls sell for \$15 a dozen. Rainbow will also feature golfwear, headwear and golf accessories.

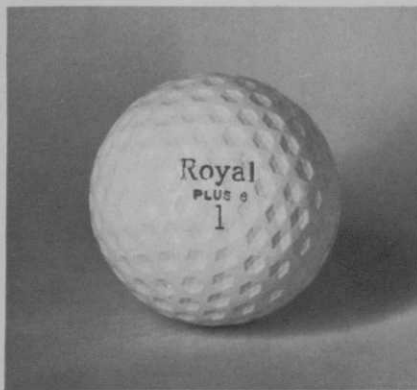
Ram Golf Corp. features the *Golden Ram* woods, irons and ball for 1972. The irons feature a design which redistributes weight as far away from the center of gravity as possible to eliminate club head twist on shots



hit off center or away from the sweet spot. The woods have ebony-finished laminated heads with extra hard epoxy face inserts and a brass power weights on back of the heads. The Ram ball features a high rebound polybutadyne center and a Surlyn cover.

Reifers Golf, Inc., introduces the *Director* putter which allows the golfer to change the alignment on his putter to compensate for sighting errors.

Royal Golf Equipment Company introduces the *Royal Plus Six* golf



ball with hexagonal dimples. According to the company, the ball will go more than six yards farther than any other ball because of its new construction. Royal also features moisture-proof woods, wide contour sole and beveled leading edge irons and the *Royal Queen Clubs* for ladies. Royal also features golfwear, putters and accessories, golf shoes, gloves and bags.

Shakespeare/Plymouth Pro Div., introduces the *Mach II* woods and irons with a new Tor-Fil shaft. The shaft features a new method of constructing glass fibers. Also available are the *XLD* steel shaft woods and irons and the new *XL Debs*, a line of clubs for women golfers. The *Stylist* golf ball, featuring high-tension winding, will be introduced to complement the *Shakespeare XLD* golf ball in 80, 90 and 100 compression.

Spalding Div. of Questor, introduces the cut-resistant *Top-Flite* golf ball with two-piece construction. It will complement the *Dot*. Both balls retail for \$15 a dozen. Spalding also features the *Pro-Flite* ball which retails for \$9 a dozen. Spalding woods and irons feature the *Elite*, *Executive*, *Top-Flite* and *MV2* models. In addition to putters and utility clubs, Spalding features an *Imperialite* line of golf bags and *Elite* men's and women's golf gloves. Spalding will also exhibit the *Bernhard Altmann* line of men's apparel.

Uniroyal, see **Royal Golf Equipment Company**

Wilson Sporting Goods Company features the *X-31* woods and irons, *Staff* woods and *Dynapower* irons and the *Boros Professional* woods and irons for 1972. *X-31* woods feature Strata-Bloc head design and double neck binding. The *X-31* irons feature an oval sole and beveled leading edge. *Staff* woods feature a wide, screwless face insert permanently cemented under pressure and heated to the wood head, and the *Dynapower* irons have an accented flare on the back of the blade for better weight redistribution. The *Boros Professional* woods and irons retail for approximately \$140 a set and are sold exclusively through pro shops. *Wilson Staff* balls, bags and accessories are also featured.

Golfwear

Ajac Corp., represented by E.J. Manley, features golf gloves, putters and accessories.

All Star Industries offers the leather *All Star* golf glove for 1972.

Aris Isotoner Gloves, represented by George Cook, Ltd., offers golf gloves with a patented fabric that relieves hand tension. Leather strip placement gives non-slip control. The fabric is immune to perspiration and will not dry out. Available in a variety of color combinations for men and women.

Stanley Blacker, represented by Ernie Sabayrac, features the *Prince* model doubleknit blue blazer with red stitching. The coat retails for approximately \$80. Also featured are doubleknit twill suits, popcorn knit sportcoats, worsted wool flannel, bones, checks and hopsack suits and sportcoats.

Braemer Knitwear, Ltd., distributed by Ernie Sabayrac, features the *Tournament*, a merino wool sports shirt retailing at approximately \$18.50; *Elgin V-Neck Pullover*, double-ply cashmere, suggested retail \$40; *Golfer*, double-ply cashmere cardigan, suggested retail \$50, and the *Barnton*, double-ply, lambswool V-neck pullover, suggested retail \$18.

Tom Brown and Associates features the *Tee Bee* doubleknit slacks, golf jackets, shirts and socks for men, and slacks, blouses, jackets and peds for women. They are also the representative for *Kent* gloves.

Buccanner Mfg. Company features 17 different styles of men's and ladies' outerwear and windbreakers. New this year are a ladies line of warm-up jackets and suits in pastels.

Jack Carnahan, Inc., represents **The Hadley Corp., Johnston & Murphy** and **Jaymar-Ruby**.

Champion Glove Mfg. Company features men and ladies' leather golf gloves in full and half finger. Also available are golf accessories, caps, socks and peds.

(Continued on page 74)



Wherever golf is played . . .

When repositioning the greens cup—Use the Par Aide Hole Cutter, Hole Cutter Guide, Cup Setter and Cup Puller to assure you of a clean and true hole. Hole Cutters available with foot or lever action ejection. Rule signs are double faced aluminum casting—11" diameter with 2" high letters with buffed aluminum face and flat black background.



FOR COMPLETE LINE OF PAR AIDE GREENS
AND TEES EQUIPMENT—WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY
296 NORTH PASCAL STREET • ST. PAUL, MINN. 55104



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Coberknit, represented by Ernie Sabayrac, introduces a doubleknit walking short for men in stripes (\$9.25) or solids (\$8.50). Also available for men are nylon golf jackets and a doubleknit tennis jacket for \$13.50 or the *Circo-Swing* tennis jacket for \$9. A doubleknit tennis short with elastic belt and waistband retails for \$6.80. For the ladies, Coberknit is introducing a shortie waist-length doubleknit tennis jacket for \$13.50.

George Cook Ltd., features *Tee Togs*, ladies' coordinated tops and culottes made in piques and hand screened printed Dacron and cotton. Culotte sets retail for \$30. George Cook doubleknit sport coats feature 15 different patterns and weaves and retail between \$65 and \$75. George Cook sport shirts feature zippered-front, long pointed collar shirts in polyesters, poly plus and arnells. They retail for between \$13 and \$15. Cook also represents **Thomson Trousers**, **Bodin Knits**, **Mr. Dino**, **Barrie Cashmeres** for men and women from Scotland, **Golf & Sports Headwear**, **J.S.I.** shirts, sweaters and socks and a complete line of custom tailored sport coats and slacks, and the **Isotoner** golf glove.

Corbie Mfg. Company features the *Arca Division* with polyester doubleknit and warp knit golf slacks in 18 styles ranging from \$20 to \$24 retail. The *Fitzroy Division* features cotton lisle golf shirts retailing from \$8.95 to \$12.95.

Croston of Boston features a new black and white check polyester/wool sportcoat which retails for \$85. Also featured is a doubleknit, two-button sportcoat with western pockets in navy, medium blue, tan and bright red retailing for \$95.

David Crystal Company features the *LaCoste* doubleknit sport dress and tennis dresses for women, and the *LaCoste* sport shirts for men.

Derby Cap Mfg. Company features men's and ladies' caps and hats in many new styles and colors. They also feature golf emblems.

Dexter Shoe Company features an extensive line of medium-priced golf shoes for men and women in 1972. A great variety of colors and styles—cap toes, wing tips, saddles, casual suede styles for men, and square toe and moccasin toe styles for women—will be highlighted. Several popular red, white and blue styles will also be introduced.

DiFini Originals features 100 per cent polyester doubleknit machine washable slacks with wide belt loops and flare bottoms. They also feature



machine washable golf shirts. For the ladies, DiFini features 100 per cent Trevira polyester action pant skirts and the *Suzie* full fashion jersey knit shirt.

*Double Eagle

Duckster Sportswear, made by Nylon Fabricators, Inc., features *Striped Shell* water-repellent rain-gear with stretch nylon cuffs. Suggested retail price is \$10.85. Also featured is the hip-length *Bi-Swing* which is water repellent two-ply nylon with 100 per cent stretch nylon knit trim. Suggested retail is \$10.40. Also featured for 1972 is a foul weather *Star-Pattern Men's Rainsuit* with a zip-in hood. It is a 100 per cent rainproof K-Kote polyurethane-coated fabric. Suggested retail price is \$25.

Edmont-Wilson (formerly Edmont-Hill) introduces a new wide strap golf glove into its regular *Super Grip* vinyl line. The new glove will retail for under \$5.

Etonic from the Charles A. Eaton Company introduces a new line of men's golf shoes called the *Birdie Shoe*. The featherweight shoe has been engineered to be lighter with removable permanent spikes, Tried and True welt construction, cushion comfort as well as a square toe forward fashion look. With the purchase of 12 pairs of shoes, the professional is provided with a counter display. In addition, Etonic slacks, both plain and fancy, knit and woven are featured.

Fable of Florida, Inc., features a line of imported Scottish rainwear, blazer crests, car badges, key chains and ball markers.

Flip-It Hats and Caps, represented by Ernie Sabayrac, features golf hats and caps in many styles and colors.

Foot-Joy, by Brockton Footwear, Inc., features the *Rex Last* golf shoes for men. They are leather lined with foam cushion innersoles. They are flexible, lightweight and have



tungsten carbide tipped spikes. For the women, Foot-Joy features the *LaCosta Last* and the *Apollo Last*. In addition to dress shoes for men and women, *Ben Hogan* golf shoes are also available.

Golden International, Inc., features personalized golf gloves. The *Duragluv* is a full-fingered, English leather glove with a button back. The *Dura Grip* has a wide band of Velcro across the back to tighten the glove.

The Golf Mart, Inc., distributes **Munsingwear** sportswear, **Sun Sports** golf headwear and **E.T. Wright** shoes.

Golf Pro Fashions, Ltd., features a complete line of men's belts and leather goods.

Golf & Sport Headwear Company

*Information unavailable at press time

features men's and women's straw, nylon, cloth and nylon mesh caps and hats in a variety of colors and styles.

Great Lakes Golf Ball Company represents **Munsingwear Grand-Slam** golfwear, **Sun Sport** headwear and golf accessories, **Pro-Jo** men's and ladies' golf shoes, **Connolly** footwear, **E.T. Wright** golf shoes, **Matzie Golf Company** putters, **Kaddie Kart** rental golf carts, **Kristal Kraft** refinishing equipment and **Flexi-Mat** golf mats for golf ranges.

G.T., features a complete line of men's slacks and women's slacks, bermudas and skirts in doubleknit, poplin and classic gingham check.

The Hadley Corp. will feature woven polyesters, especially in culottes, and matching trimmed tops. Also featured are Dacron and cotton seersucker skirts, dresses, slacks and suits. Hadley also will show a line of men's shirts.

C.F. Hathaway Company features the *Hathaway Golf Classics*, a complete line of golf shirts made of 100 per cent cotton lisle.

Haymaker, represented by Ernie Sabayrac, Inc., features ladies' slacks, skirts, blouses and sport dresses. Also available is a complete line of ladies' tennis wear.

Imperial Caps, Inc., features a complete line of golf and tennis men's and women's hats and caps. New men's styles include a deluxe bucket hat with two-ply combed cotton/polyester which retails for \$6. Two new crushable synthetic straw hats are also available. Imperial also offers a *Merchandise Center*, a stacked cube case with revolving base for displaying caps and hats.

International Golf Accessories, Inc., features the *Allen Solley* line of men's golf shirts and the *International Gripper* golf glove for men and women.

Izod, represented by Ernie Sabayrac, Inc., features a complete line of men's doubleknit shirts, slacks and sport jackets, and socks. Also available is a complete line of tennis wear.

Jantzen, Inc., introduces a new extensive *Men's Pro Golf Collection* for 1972. This is the first year Jantzen has designed a line of men's golfwear for pro shops only. The line features doubleknit and mesh knit slacks and knit and cotton shirts and sweaters. Last year Jantzen introduced the *Misses* with Dacron polyester pants, skirts and shirts. Jantzen also features display units.

Jaymar-Ruby, Inc., features the nationally famous *Sansabell, Cary Middlecoff* and *Jaymar* golf sportswear for 1972. In addition to these items, a full line of knit slacks in many models will also be featured.

Johnston & Murphy Shoe Company introduces four new golf shoes for 1972: the *BelAir* has a black alligator print and white grained poromeric shield tip; the *Hillwood* features brown calf and brown shining poromeric straight tip; the *Lady J&M* comes in gray/black, brown/beige patchwork and the *Medalist* is a white wing tip blucher. J&M also features shoe trees and shoe socks.

*Kamata Ri & Company

The Kimberton Company features *Pickering Active Sportswear* with a complete line of custom-designed men's knit shirts and ladies' shirts and skirts. Kimberton also features men's and ladies' sweaters.

Morton Knight, distributed by Burton Mfg. Company, features all weather golf apparel from England. The new *Cool Weather Jacket* is weatherproof and resists staining and creasing. The sleeves are made of double textured construction to allow maximum swing freedom.

Kunik Kasuals feature men's and ladies' sportswear in a variety of styles and colors. For the men, knit slacks with an elastic waistband and straight leg or flare will be featured. Color co-ordinated slacks, skirts and pants suits and a line of knit golf dresses are being featured for the ladies.

Lace and Liberty features ladies' golf skirts with a sown-in panty and pockets in the shape of a golf tee. The skirts are available in many colors and prints and are made from Dacron/cotton. Also available are bermudas, hot pants and dresses, culottes.

Annie Laurie Originals features the *Golden Bag of Today*, a three-dimensional repoussé hand-painted découpage of mushrooms and butterflies in soft pastel shades. The lining is mauve quilted cotton sateen. Also featured is the *Fashion Scene*, a hand-painted handbag in a pert pumpkin shape. It is an antique finish wooden box bag with opalescent handle.

H.D. Lee Company will feature its line of the latest fabrics and patterns in doubleknit golf slacks. The *Continental Spanish Flare* with textured stripe has an extended waistband with button closure, flare bottom and serpentine pockets. The



Tack Flare model has flare bottoms, with a slim fit. It is cuffless and has horizontal pockets. Lee will also introduce the *Top Pocket Continental* style in seersucker. The line also includes *Windsor* golf slacks.

Lefcourt Imports, Inc., offers a line of straw hats, shawls, capes and belts.

Lemmer-Mayer Company, Inc., features 100 per cent imported Austrian alpaca and merino wool sweaters. They carry *Mailcott* tricots from France featuring doubleknits and acrylics, both in cardigans and shirts. They also feature *Lyle & Scott, Ltd.*, from Scotland with cashmere, lambswool, shetlands and fine gauge merino sweaters. Lemmer-Mayer also features cotton shirts from Switzerland and acrylics from Israel. Cashmere cardigan and pullover golf sweaters are featured under *Hill Star Imports*.

Leon Levin Sons, represented by Donald M. Temple, Inc., features ladies' co-ordinated sportswear.

(Continued on page 76)

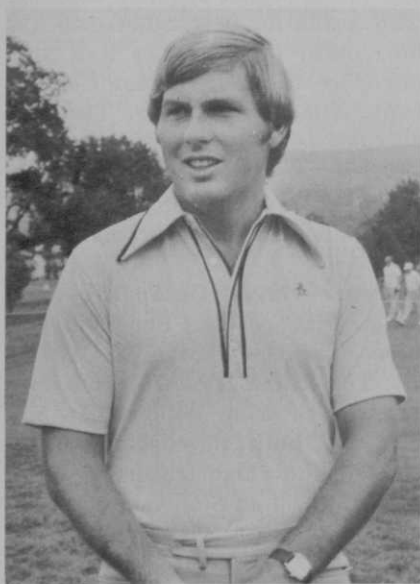


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E.J. Manley Company introduces a new golf slack of doubleknit polyester that is totally color-coordinated with the *Forum* shirt line. E.J. Manley also represents **Texace Corp.**, **Buccaneer Mfg. Company**, **Dexter Shoe Company**, **Gold Crest, Ltd.**, **Ajac Corp.** and **Quantum Sportswear**.

Mayflower-Medalist, Ltd., will represent **Double Eagle** shoes, **Tournament** imported English golf gloves, **Converse Rubber** men's and ladies' rain suits, **Edmont-Wilson** vinyl golf gloves, **Jockey Menswear** doubleknit slacks, shirts, sweaters and underwear, **Sun Sport Headwear** caps and visors and **Tournament** umbrellas.

Munsingwear, Inc., features the *Grand-Slam Golf Shirt* of Dacron polyester and cotton blend. *Style 2841* features a Scotchgard soil release finish and a long tailored collar and retails for \$9. *Style 2842* features a mock turtle neckband and



loose-band sleeves with contrast stripes and retails for \$6. *Style 2835* features a fashion knit collar with contrast stripes and a four button placket and retails for \$7. *Style 2850* features solid color permanent press knit and retails for \$8. *Style*

2816 features long placket, top stitched and retails for \$12. *Style 2847* features stripe styled fashion, long pointed collar and retails for \$9.

Needlecraft of Woonsocket, Inc., features a line of ladies' and men's rainsuits, lined and unlined, jackets and swimming pool loungers.

Original Fur Company features *Golfurs for Golfers*, a line of colored fur golf covers and putter covers and fur berets.

Palm Beach Company features *John Weitz* signature coats. They come in a distinctive Challis pattern in crimson set against a camel background. The single-breasted



sportcoat is doubleknit and retails for about \$80. Palm Beach also features the *Austin Hill, Ltd.* men's slacks and also features custom woven club insignia neckties and ladies' silk scarfs.

Gino Paoli/Active Sportswear features a complete line of men's doubleknit slacks beginning at \$15.75, retail, and men's knit shirts retailing from \$10.75 to \$14.75. For the women, culottes, skirts, slacks, blazers, dresses, shorts and coordinated tops are available. Tennis wear will also be featured.

***Par Ace**

Parker Glove Company offers a complete line of golf gloves including the *All American Gripper* for men and the *Lady Parker* for women. The Gripper features the thinnest, softest skins available with an adjustable Velcro band fastener. The *Lady Parker* is custom designed for ladies with slim cut fingers, and comes in pastel colors and also has the Velcro fastener. Also featured is the *Glutaraldehyde Gripper*, which features a glove treated with a chemical developed from corn oil to prevent deterioration due to perspiration.

Parker of Vienna, represented by Ernie Sabayrac, offers a collection of Alpaca wool sweaters in a variety of colors and styles. In addition to expanding its Alpaca line, a new basic sweater in the *Cezar* line retailing for \$25, will be introduced.

Par-Mate (Jack D. Levine, Inc.) features a variety of men's and women's golf gloves with a wide Velcro back. Also featured are ladies' peds, men's hosiery and umbrellas.

Paxton Sportswear, represented by Donald M. Temple, Inc., features a line of men's slacks.

Pegie by the Sea Originals introduces *Mr. Motif* iron-ons for golf. They retail for \$.69 each and up and include signature and company position. Also featured are golf jewelry, handbags and ladies' golfing fashions.

PGA-Victor features *Ryder Cup Fashions* with 67 styles of knit slacks and 40 different styles of shirts.

Pringle of Scotland, distributed by Acushnet, features two-ply cashmere and lambswool cardigan and pullover sweaters, turtlenecks, cotton and wool sportshirts in a wide variety of colors. Sweaters and sportshirts are available for monogramming.

***Pro-Am Knits**

***Pro-Pro, Inc.**

Pro-Shu Company, Inc., will offer 66 styles of men's and ladies' golf shoes with the emphasis on color and a popular price range from \$20 to \$30. The line features vinyl shoes. Also available are 45 styles of men's dress shoes.

*Information unavailable at press time

Lily Pulitzer offers a complete line of golfwear for men and women. For the men, polyester V-neck pullover and combed cotton shirts will be featured along with doubleknit slacks and blazers and Qiana nylon ties. The women's line features Kodol and cotton skirts, slacks and blouses and doubleknit culottes and skirts.

Puritan Sportswear features a complete line of men's sweaters, shirts and slacks. The sweaters feature lambswool, mohair and orlon; the knit shirts are Dacron, cotton and Banlon. Also available is the *Gary Player* line of golfwear including shirts, slacks and jackets, and the *Rod Laver* line of tennis wear.

Quantum Sportswear introduces its new spring/summer line of golfwear. All Quantum golfwear is machine washable and features plaid seersuckers, lightweight spring denims, colorful gingham and engineered culotte and shirt two-piece sets. They also have a complete line of tennis dresses.

Billie Ross of the Palm Beaches features a complete line of golf bags, hats and accessories. The hand bags are hand decorated.

Ernie Sabayrac, Inc., represents **Brockton Footwear, Inc.**, **Stanley Blacker, Inc.**, **Flip-It, Izod, Haymaker, LaCoste, Parker of Vienna, Varela Slacks, Inc.**, and **Coberknit Corp.** Sabayrac's own **Golf, Inc.**, features modular units and pro shop supplies and accessories.

Saddleman's, Inc., features the *Sahara* line of men's doubleknit and warp knit slacks, sport coats and sports suits. Sahara will feature the *Saddlecut*, a stretchable knit denim slack.

*Sana Fashions, Ltd.

Mort Silver Associates introduces the *Silver Fox Sportsman* line of men's golf shirts. The shirts are made of Arnel and are wash and wear. They have raglan sleeves to provide freedom of movement and a two-piece banded collar. Suggested retail price is between \$12 and \$14. Men's and ladies' sweaters are also available.

David Smith, Inc., offers a complete line of women's active sportswear. Golf and tennis wear will be featured

with pants, skirts, culottes, shorts with co-ordinated tops. Also featured are play dresses, jackets, wrap skirts and knit shirts.

E.J. Smith & Sons Company offers sportswear by **Munsingwear** and **Mr. Links**. They also feature men's and ladies' hats and emblems by **Califram** and golf rubbers, socks and shoe keepers by **Rochester Shoe Tree Company, Inc.** They also feature a complete line of pro shop accessories.

Softouch Company, makers of *Golfsox* and *Golfped*, has a wide variety of socks and peds for men and ladies and also a selection of knee and support socks.

*H.J. Sport Accessories

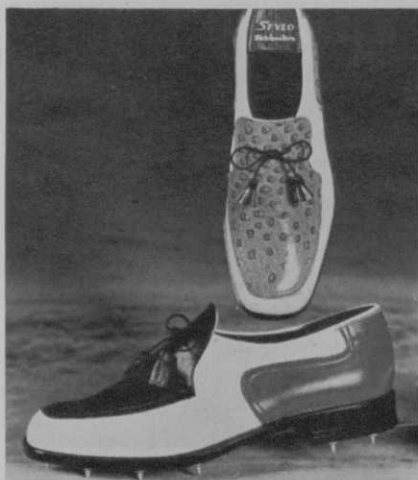
Star-Grip Glove Company offers golf gloves with a Velcro band across the back of the hand in a variety of colors and styles.

Ster'l Dri Corp. (formerly Harlemark International, Inc.), features men's golf socks, ladies' peds and a complete line of cold-weather socks and support hosiery.

Leonardo Strassi, Ltd., features men's knit dress, sport and golf shirts and knit slacks.

Stylist Company introduces a ladies' golf shoe with cushioned insoles and changeable kilties to color-coordinate with any outfit. It comes in white grained blucher style. The *Stylist 300* for men comes with monk strap style or wing tip blucher style. Also teaching and street shoes.

Stylo Matchmakers International, Inc., introduces the *Rembrandt* line of



men's and women's golf shoes. The men's shoes are fitted with permanent tungsten carbide spikes. The ladies' line features removable spikes. In addition, Stylo also features the ladies' waterproof shoes, *PP20*, and the *MJ400*, men's brown grain leather shoe. Suggested retail prices of Stylo shoes range from \$16.95 to \$36.95.

Donald M. Temple, Inc., represents **Leon Levin Sons** and **Paxton Sportswear**.

Texace Corp. features men's golf caps of two-ply polyester/cotton poplin with Scotchgard finish. They also have a complete line of women's golf headwear.

Thomson Trousers, represented by George Cook, Ltd., features a complete line of doubleknit slacks in conventional dak top, western pocket tapered models, belt loops flares, dak flares, belt loop straight legs and belt loop tapers. Slacks retail from \$16 to \$32; shorts from \$14 to \$20.

Town Talk Mfg. Company features a wide variety of headgear for men and women in a choice of colors. The caps are made of single-ply knit and retail for approximately \$3.50. Town Talk also features personalized emblems and will design a club's emblem.

Varela Slacks, Inc., represented by Ernie Sabayrac, features wool doubleknit sport coats and slacks. In addition, slacks in wool or wool/polyester are offered.

The Voyager features ladies' golfwear with doubleknit culottes, slacks and dresses. They also have golfwear made from polyester/silk and polyester/linen.

*Whimsicals

Golfing accessories

Allsop Automatic, Inc., offers the *Shoe-In Valet* and *Shoe-In Traveler* which flatten the sole, straighten the uppers, allow proper drying and prevent mildew, rotting and cracking, according to the company.

Brandell Products Corp. features *19th Hole* golf products including
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electric putting cups, club cleaning kits, ball marking kits and training devices.

Carnoustie Products, Inc., features putters, golf gloves, headcovers, men's socks and shirts, towels and umbrellas.

Creative Awards by Lane features a line of golfing prizes and awards.

***Dorson Sports, Inc.**

Eastern Golf Company introduces 14-karat gold golf ball marker pins (for women) and money clasps (for men) for 1972. Also new is a miniature telescope for measuring yardage to the flag. A new *Carryall* nylon bag which when empty can be folded and placed in a vest pocket, and a rubber grip cleaner and revitalizer will also be introduced.

Gold Crest, Ltd., features a line of handmade gold and silver crested jewelry, crested blazers, glassware, sweaters and caps. A new line of golf products featuring the comic strip character *Snoopy* is also available.

Golf Masters features custom designed golf motif jewelry, men's English cravats with crest and handcut Swedish crystal pieces.

***Hand Industries**

***Jerrado Del Roma**

***Old Golf Shop**

***Frank Osheowitz—Golfurs**

***David L. Pransky & Sons**

***Q's Golf Shop**

Reliable of Milwaukee introduces the *Supersock*, an oversized club cover in 17 different colors. Also available are the *Club Sox* and *Country Club Sox* knit headcovers.

Scott Mfg. Company features golf bag travel covers made of heavy 18-

ounce canvas duck that won't rip or tear. The bag is mildew and water repellent and features a 46-inch circumference, 50-inch length and a 12-inch double thick bottom. Also available are range bags made from 10-ounce canvas with a heavy nylon draw cord and *Par-Shot Markers*, sturdy canvas flags.

Sports Novelties features a complete line of personalized golfing novelties including golf greeting cards and jewelry.

***Stuart Specialties**

Dick Watson's Personalized Golf Items features personalized golf tees with wrap-around printing, ball markers and pencils.

***Zippo Mfg. Company**

Pro shop, range supplies

Datono Products Div., Dayton Stencil Works, features the *Datono Regal* plastic golf bag tags. In addition, golf course signs, custom-made pro shop signs, handicap boards and other golf shop accessories are available.

Display Creations, Inc., features its *Chromodular* pro shop merchandising equipment with one-inch square tubing in polished chrome. The modular equipment features new attachments for the creation of display cubes and various shelving arrangements.

Golfomat, Division of EMC, announces the *Billy Casper Golfomat*, an indoor golf center. *Golfomat* features a screen of famous 18-hole championship golf courses with



players hitting into a 100-square foot nylon motion-picture screen. A computer calculates the velocity and direction of the ball and advances the filmstrip to the spot on the fairway, rough or hazard where your ball would have landed. Yards driven and the number of yards remaining to the green appear on the screen with each shot. Suggested retail price of *Golfomat* is \$10,000.

Golfsonic features an ultrasonic club cleaner for the golf shop rack room. The cleaner weighs only 25 pounds and requires less space than a bucket of water. A set of irons and woods can be cleaned and polished in 30 seconds according to the company. *Golfsonic* also introduces the *Branding Iron* putter designed to enlarge the sweet spot and improve the physical aiming of the putter.

Golf Specialties, Inc., features a complete line of pro shop supplies and accessories. In addition to golfwear and golf carts, club cleaners, name tags and club tags are also featured.

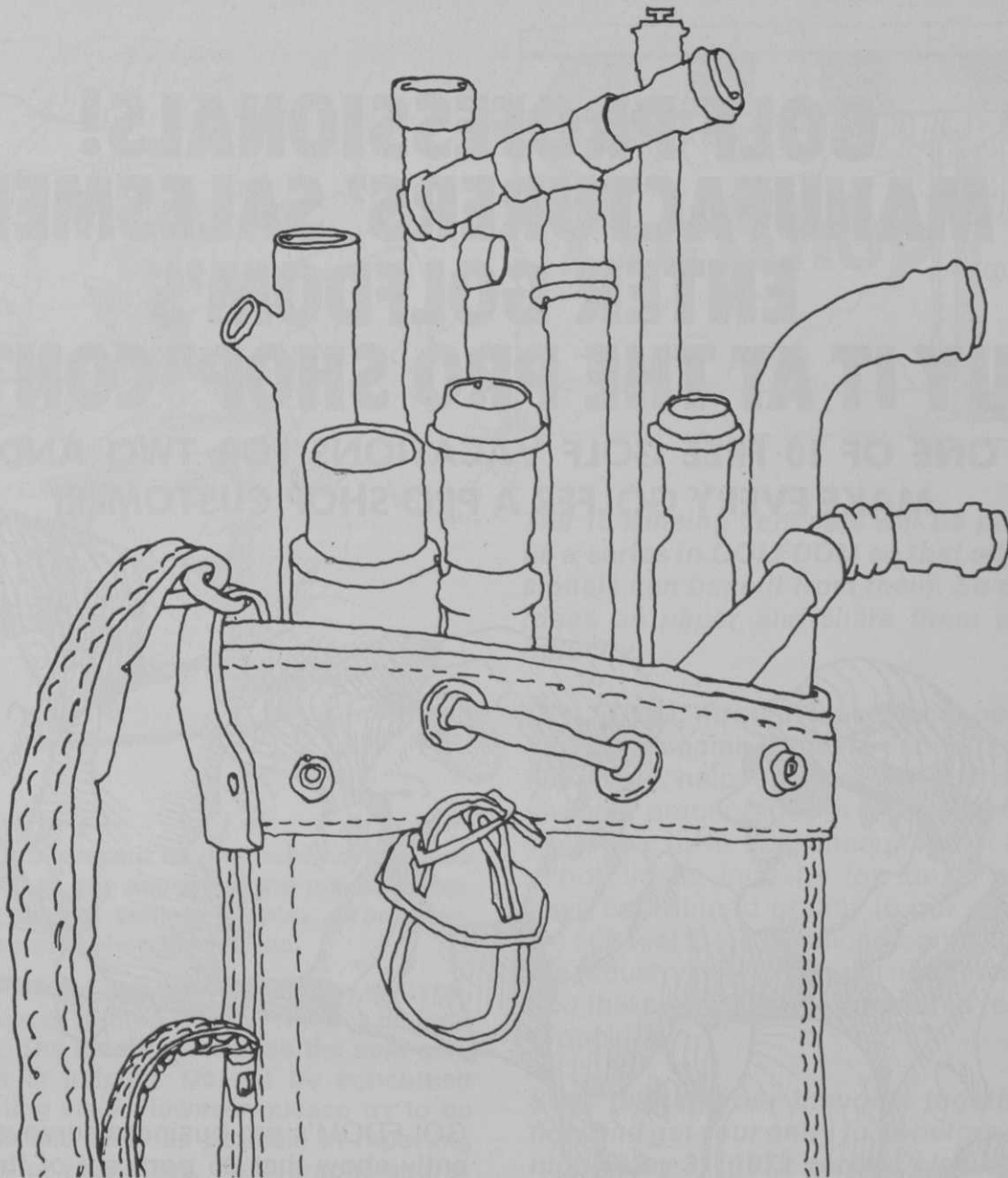
Gustafson Mfg. Company offers a golf ball retriever for driving ranges with a power unit. The retrievers come in eight-foot and 16-foot widths. Also available are golf ball washers.



Hornung's Pro-Golf Sales, Inc., features a coin operated *Golf Club* cleaning machine. The item operates for five minutes on \$.25, which is enough time to clean a set of woods, irons and rubber grips. The unit is guaranteed one year and retails for approximately \$350. Hornung's also has the *Combination* unit.

(Continued on page 88)

*Information unavailable at press time



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Cement pressure pipe for large mains, FLINTKOTE Bell Joint PVC Pipe for mains and laterals, Orangeburg SP service pipe for laterals around greens and tees, and Orangeburg drainage pipe for greens, tees and other wet areas.

For more "Package" information contact the Pipe Products Group at Ravenna, Ohio 44266. We will deliver.

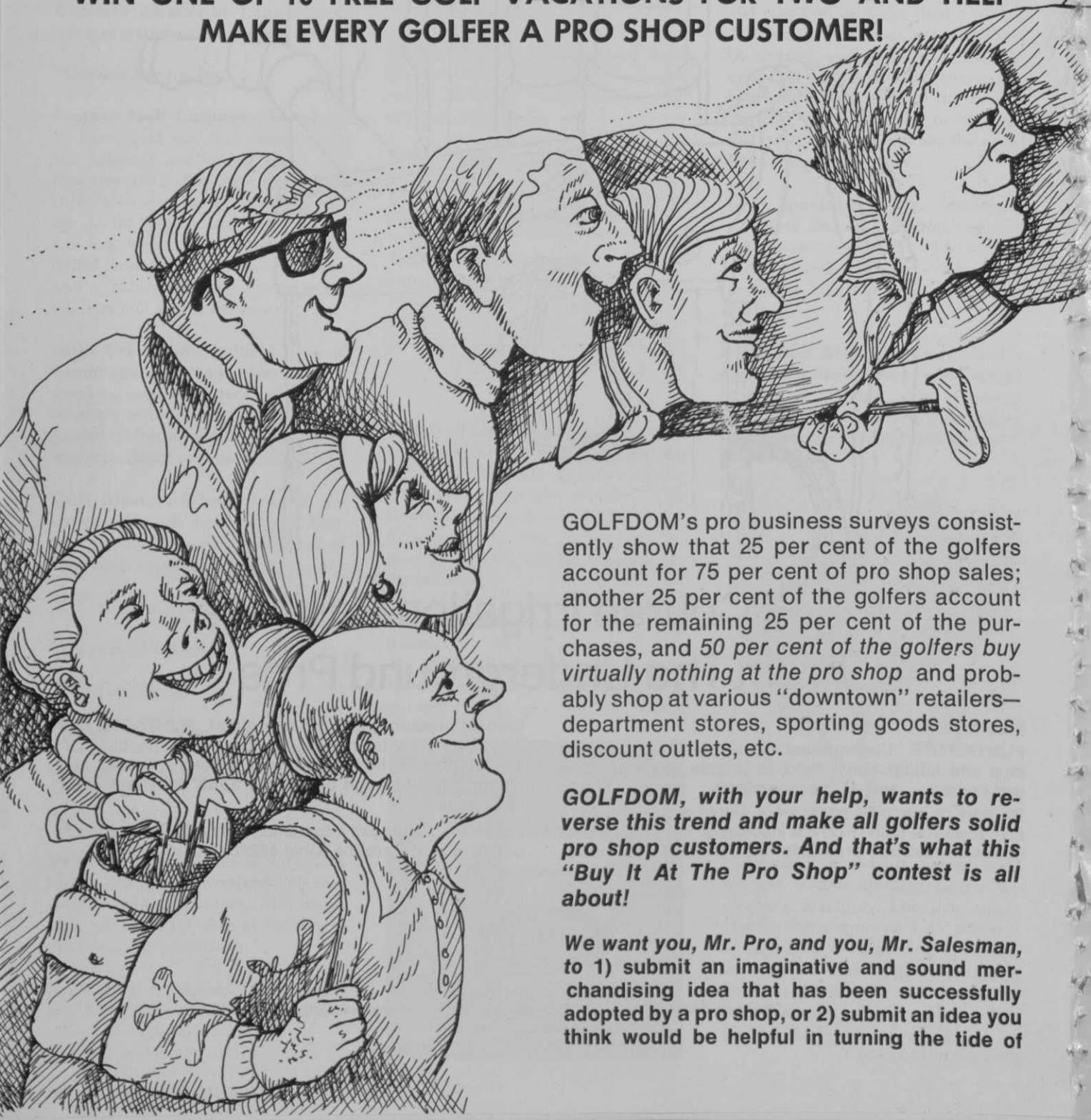


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GOLF PROFESSIONALS! MANUFACTURERS' SALESMEN! ENTER GOLFDOM'S "BUY IT AT THE PRO SHOP" CONTEST

**WIN ONE OF 10 FREE GOLF VACATIONS FOR TWO AND HELP
MAKE EVERY GOLFER A PRO SHOP CUSTOMER!**



GOLFDOM's pro business surveys consistently show that 25 per cent of the golfers account for 75 per cent of pro shop sales; another 25 per cent of the golfers account for the remaining 25 per cent of the purchases, and 50 per cent of the golfers buy *virtually nothing at the pro shop* and probably shop at various "downtown" retailers—department stores, sporting goods stores, discount outlets, etc.

GOLFDOM, with your help, wants to reverse this trend and make all golfers solid pro shop customers. And that's what this "Buy It At The Pro Shop" contest is all about!

We want you, Mr. Pro, and you, Mr. Salesman, to 1) submit an imaginative and sound merchandising idea that has been successfully adopted by a pro shop, or 2) submit an idea you think would be helpful in turning the tide of