

or with a heavier, pile lining. Introduces new rainsuit with two large flannel-lined pockets to keep hands dry with additional pocket in rear.

**Original Fur Company** features *Golfurs for Golfers* fur golf headcovers and putter covers.

**Palm Beach Company** introduces seersucker textured polyester sportcoats (\$69.95) and slacks (\$30). Also solid-colored textured slacks retailing for \$22.50. *John Weitz* line of doubleknit slacks retailing for \$40. Also *Austin Hill, Ltd.*, line of lightweight straight leg slacks and three-button sportcoats.

**Par Ace Glove Company** features *Par Ace* gloves with wide Velcro back, 11 colors, in men's, cadet and ladies' models in right or left hand. Suggested retail is \$5.50. *Match-Play* golf slacks featuring polyester doubleknit in latest styles, colors and fashions.

**Parker Golf**, Division of Mohawk Recreation Products, will show a line of golf gloves.

**Parker of Vienna, Inc.**, represented by **Ernie Sabayrac**. *Parker* 100 per cent alpaca sweaters; *St. Joseph* V-neck and crew neck sweaters, and *Cezar* pullovers and cardigans.

**Par-Mate**. Wide Velcro full and half-finger men's and ladies' golf gloves with ball markers; golf socks, peds and umbrellas. Also tennis accessories.

**Paxton Sportswear**. Represented by **Donald M. Temple**. Men's doubleknit slacks and sportcoats.

**PGA-Victor Ryder Cup Fashions**. Men's golf shirts in *Filigree* or *Floral* patterns, *Solids*, *Stripe* or *Bullseye*. Styles include zipper or four-button front, 100 per cent cotton-Durene or Dacron/cotton blend. Slacks are washable and come with either extension waistband or belt loops, modern flares and bold patterns or classic solids.

**David L. Pransky & Sons** features *Vanderbilt* shirts, slacks and outerwear and *Springfoot* hosiery.

**Pringle of Scotland**. Men's sweaters. *Angus* two-ply cashmere sweaters, long sleeved, no pocket cardigan and pullover with V-neck. *Earl* two-ply lambswool V-neck pullover and no pocket cardigan. *Rubert* sportshirt, 100 per cent zephyr wool, features four button placket, long sleeves. *Hubbard*, 100 per cent zephyr wool, sportshirt with ribbed turtleneck, long sleeves.

**Pro-Pro, Inc.**, features men's and ladies' *Panda* leather golf gloves with Velcro back.

**Pro-Shu Company, Inc.**, introduces 17 men's and five ladies' styles to their golf shoe line for 1973. Available are four new men's leather golf shoes retailing from \$35 to \$37.50. One new style ladies' leather golf shoe retails for \$27.50. New are three series of waterproof golf shoes.

**Pro-Temp Knits** will exhibit golf slacks and sports jackets.

**Lilly Pulitzer** introduces *Mens Stuff*. Polyester/combed cotton slacks in assorted prints with quarter top pockets, straight leg, belt loops retailing for \$30; doubleknit slacks in Lilly prints, beltless in either western or quarter top pockets, \$40; polyester V-Neck pullover shirt, three quarter sleeves, \$25; cotton lisle shirt, four-inch collar, four button placket, \$13; four-inch ties in assorted prints, \$10; Navy blazer, \$125; sport jacket in assorted prints, \$90.

**Puritan Sportswear Corp.** features the *Fliteway Drive* dacron/polyester/combed cotton shirt. In short sleeves with long-pointed collar, placket pullover. Retail price, \$8. Comes in 13 colors, is machine washable and dryable. Carries *Gary Player* insignia. *Flitetrim* trimmed, short sleeve crew neck pullover retails for \$11. Machine washable and dryable. *Fliteburne* five button cardigan, vertical stripe. Retail for \$20. Sweater set (*Flitetrim* and *Fliteburne*) comes in gift box, retails for \$31.

**Quantum** features ladies' golf, tennis and spectator sports leisure wear.

**Reliable of Milwaukee** features *Super Sox*, a 24-inch giant knitted super pom headcover. Also *Club Sox* knitted headcovers, knitted puttercovers, men's and ladies' *King-Pins* socks and peds.

**"Billie" Ross of the Palm Beaches** features resort hats, bags and accessories. Bags are lined, hand-painted and/or découpage.

**Ernie Sabayrac, Inc.**, represents **Stanley Blacker, Inc.**, sportcoats and blazers for men; **Brockton Footwear, Inc.**, **Foot-Joy** and **Ben Hogan** men's and ladies' golf and street shoes; **Coberknit Corp.**, men's and ladies' golf and tennis jackets and rainwear; **Flip-It, Inc.**, men's and ladies' hats and caps; **Haymaker**, women's sportswear; **Izod**, men's sportswear; **LaCoste**, women's dresses; **Parker of Vienna, Inc.**, *Parker*, *Cezar* and *St. Joseph* imported woolen sweaters, and **Var-ela Slacks Inc.**, hand-tailored sportcoats and slacks.

**Sahara Slacks**. Custom care slacks. Introduces new doubleknit called *Patchwork*. Also *Saddlecut* in polyester, wool and doubleknit with contrast stitching and belt.

**Mort Silver Associates-The Silver Fox Sportsman** will exhibit men's Arnel and polyester golf shirts with raglan sleeve; pullovers in four button and zipper. Also *Andren-Argenti* knitwear.

**David Smith, Inc.**, features a complete line of color-coordinated ladies' active sportswear. Variety of knit outfits including body shirts, sweaters, pant/skirts, pants, jackets, shorts, wrap-around skirts and playdresses. Also tennis wear.

**E.J. Smith & Sons Company** represents **Munsingwear** and *Mr. Lings* sportswear: *Calif-Frame* men's and ladies' hats and emblems, and the *Rochester Shoe Tree Company, Inc.*, line of golf rubbers, socks and shoe keepers.

**Softouch Company** features dress, support, golf socks and peds.

**Star-Grip Glove Company** features 39 different sizes of gloves for men

*continued on page 42*

# IF...

**YOU OWN OR  
OPERATE A:  
PRO SHOP  
GOLF COURSE  
DRIVING RANGE  
PAR-3 COURSE  
MINIATURE COURSE**

**.. SEND NOW, FOR OUR**

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Balls, clubs, tees, mats, pails, grips, markers, retrievers, golf bags, obstacles, ball washers, ball pickers... and more!

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Over 40 years of  
service to the  
golf industry

## **EASTERN GOLF CO.**

**2537 BOSTON ROAD  
BRONX, N.Y. 10467**

For more information circle number 188 on card

# PGA

from page 41

and women including the introduction of cadet right and cadet pairs.

**Ster'l Dri Corp.** features men's golf socks, ladies' peds and a complete line of cold weather and support hosiery. Golf shirts to keep golfers cool and dry. Also disposable *Derma-Instant* ice and heat packs.

**Stylist Company** introduces 54 new styles of men's leather golf shoes retail from \$50 to \$52. Poromeric golf shoes range from \$19.95 to \$39.95. Ladies' poromeric golf shoes in a variety of colors and styles retail for \$19.95. Introduces the *Lee Trevino Golf Boot* with a lizard skin bottom and leather upper retailing for \$165. Men's dress shoes retail from \$42 to \$44. A crinkle patent leather shoe retails for \$35. Stylist is also the national distributor for **Jaymar-Ruby** slacks; *Jerrado Del Roma* shirts; *Swell-Ware* rainwear and *Gean Edwards* golf and tennis peds.

**Stylo Matchmakers International, Inc.**, features men's and ladies' *Rembrandt* golf shoes with leather or man-made uppers, cushion inner-soles, tassel laces and tongue and permanently embedded spikes. Also simulated alligator leather golf shoes. Guaranteed waterproof golf shoes with replaceable spikes and lace-in kilties. English-made leather golf gloves with Velcro tab and ball marker.

**Donald M. Temple, Inc.**, represents **Leon Levin**, ladies' coordinated sportswear including golf and tennis apparel; **Paxton Sportswear**, men's doubleknits in a variety of patterns, and **Brentwood Sportswear**, men's knit shirts.

**Texace Corp.** features *Galey & Lord's* polyester/combed cotton broccata and bulwark two-ply fabrics in golf hats and caps. Also featured are predominant use of lock-stitching. *Noswell* sweatbands.

**Thomson Sportswear.** Represented by **George Cook, Ltd.**, introduces *Club Series '73* with patch madras, screen prints, Indian madras, madras plaids, bandanna print slacks in tapered, straight or flared bottoms and coordinated knit shirts.

**Town Talk Mfg. Company** features a complete line of men's and ladies' headgear. Introducing a new knit fabric golf cap into the line in houndstooth, solids and candy stripe.

**Varela Slacks, Inc.**, represented by **Ernie Sabayrac**, features hand-tailored sportcoats and slacks.

**The Voyager** offers a complete line of ladies' golfwear.

**Whimsicals.** Div. of Penn Valley Inc. Features ladies' golf skirts, shirts and slacks in hand-screened prints.

**Jerry Wolf Associates, Inc.**, will show a line of golf shirts.

## **GOLFING ACCESSORIES**

**Adventures in Golf, Inc.** Supplies of golf accessories, pro shop supplies, display units and golfwear.

**Allsop Automatic, Inc.**, offers the *Shoe-In Valet* and *Traveler*.

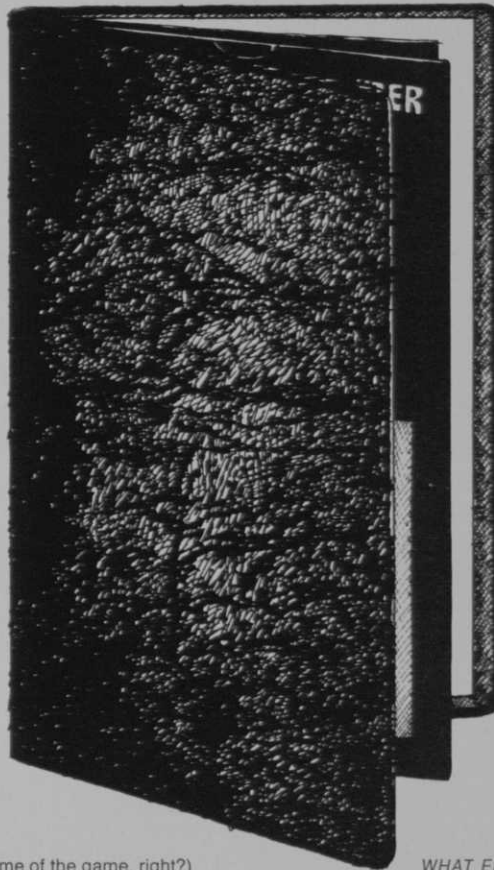
**Brod Golf Studios** features greeting and Christmas cards for golfers, notes, plaques, crying towels, golf pictures, calenders, stationery.

**Cherokee Shaft Guard** introduces a solid state impact-proof protector for wood covers. The headcover is an injection molded polyethylene designed to protect the wood head, grip wrappings and shaft.

**Creative Awards by Lane** introduces *Mulligan* drinking mugs for hot or cold drinks. Also can be used

continued on page 44

# There's money in this for you.



(And money's the name of the game, right?)  
Well, meet the product that'll ring up the sales:

**THE NAME'S PLAYBACK.**

Billy Casper's Playback, an instant-game-analyzer, a natural supplement to student lessons, an incentive to keep him practising between lessons . . .

**HOW DOES PLAYBACK WORK?**

Real easy. Just open it up and right off you see 2 unique features:

- 1) A pad of pressure-sensitive papers—recorder strips—that apply right onto a clubface, and
- 2) our Playback Analyzer chart, written by Billy Casper, which the player consults after each swing.

(Each swing will produce a mark on the recorder strip, showing the player exactly where the ball hit. Not only will he see how far off the sweetspot he is, he'll find easy directions for correcting his swing. On the spot.)

It's that simple.

**WHAT ELSE DO YOU GET**

**(BESIDES A HEFTY PROFIT?)**

You get good strong backup from us—Gold Crest, Ltd.—the distributors of Playback.

You know us. We know you.

You get backup from Billy Casper's nationally syndicated newspaper columns and articles.

You get advertising with muscle, and on-going promotional campaigns.

You also get a free counter display with your first order, a handsome piece with all kinds of goodies to attract sales.


(And sales *will* be brisk. Playback retails for only \$5. Packets of recorder strip refills go for \$1.25.)


Well—that's the story.

All you have to do now is fill out the coupon.

Let's play ball.

**Billy Casper's PLAYBACK™**





Count me in.  
Please rush a starter supply of  
24 Playback wallets, 36 refill pads,  
and plenty of free literature . . .  
along with my free counter display.

Name \_\_\_\_\_  
(please print)

Address \_\_\_\_\_

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My check for \$81.60 is enclosed.  
 Bill me.

Please make all checks payable to  
GOLD CREST, LTD.  
12307 Ventura Blvd., Studio City, Calif. 91604

# Miller's know-how pays off for you.



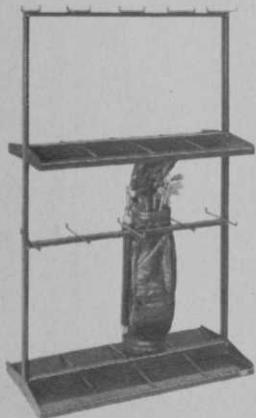
Know-how gained through nearly 50 years of experience in turf irrigation pays off on each new job. We have, for example, the broadest line of specialized construction equipment in our field . . . Because experience tells us we need it. Our staff is large for in-depth coverage of every detail . . . Because the experience of hundreds of successful installations tells us that you get a better job this way.

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## INCREASE EARNINGS, SERVICE & SPACE Remodel your present storage space, update with NEW *Stafford* VERTICAL BAG RACKS

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Faster, easier storage
- Provides a neat appearance
- Easy to install and add more as needed

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves. Send us your floor measurements, we will plan a layout and quote you — no obligation. U.S. and Canadian patents. Send for folder.

**The A.G. STAFFORD Co.**

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Box 8877, Canton, O. 44711  
Phone 216/453-8431

For more information circle number 174 on card

# PGA

from page 42

as a pencil holder, table piece and special gifts for pro shops. *Mr. Spike* art piece designed in several golfing poses.

**Delmas Creative (AKA Golf Masters)** will show golf motif jewelry and jewelry items for PGA.

**Eastern Golf Company** introduces *Tee-Pak* tee holder for golf bags; *Oasis* beverage holder; *Carryall* nylon golf bag. Also golf ball washers, spike cleaners, commercial golf ball pickers, driving range equipment, fairway driving range mat and electrified bug killers.

**Golf Accessories of America** introduces its *Cleat Cleaner*, designed to clean debris such as hard dry mud and leaves from golf shoes without damage to the shoe itself. The device utilizes notched wheels, thereby eliminating the need for bristle replacement. Distributed by **The Golf Mart, Inc., Great Lakes Golf Company.**

**Gold Crest, Ltd.,** introduces a golf teaching aid in conjunction with Billy Casper called *Educational Golf*. The playback device shows the golfer what he is doing wrong and tells him how to correct his error. Also new are a doubleknit jacket and new uses of crests as awards.

**Golf Masters** features custom designed golf motif jewelry.

**S.I. Jacobson Mfg. Company** features *Carryall* golf cover flight bags of vinyl-coated cloth. Golf bags, ladies' *Birdie* purses and handbags, locker valets, sweater bags and golf sundries.

**Miller Golf Company** features classic pewter golf statues, silver tour-

continued on page 46



**PAR  
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*Wherever golf is played...*



Since 1955, Par Aide's products have been serving the needs of golf course superintendents throughout the United States and abroad. Because these products have been functionally designed and are built to stand up under rugged use, it is just natural to find Par Aide equipment "wherever golf is played."

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AND TEES EQUIPMENT—WRITE FOR CATALOG

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# PGA

from page 44

**Scott Mfg. Company** features canvas golf bag travel covers, shoe bags, duffle bags, range bags and *Par Shot* markers, canvas flags.

**\* Stuart Specialties**

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

**Daytono Products Division.** Golf shop supplies including golf bag tags, pro shop signs and marking devices for golf professionals.

**Display Creations, Inc.,** features pro shop merchandising display units including *Chromodular*, modular equipment in polished chrome.

**S.B. Dunlop Enterprises, Ltd.,** Features a golf ball picking machine.

ament awards, women's and men's *Carry-Alls*, clocks, golf shoe mittens, golf towels, deluxe golf bag tags and labels, tournament key tags, ball markers, tees and vertical bag racks for storage.

**\* Old Golf Shop**

**Pegie by the Sea Originals** features *Mr. Motif* iron-ons.

**John Roberts, Inc.,** will show PGA rings and golf awards.

*\*Information unavailable at press time.*

## PRO SHOP RANGE SUPPLIES

**Acme Iron Works, Inc.,** features *Rac/Me* golf bag storage racks with plastic tips to keep golf bags in separate compartments. The racks are made of rigid, cold rolled steel construction and are designed for ventilation and aisle cleaning.

**American Massage Inc.,** massage products including hand massagers, thermo pads, car pads.

**Golf Shop Service Company** features stationery, business forms, bag tags, inventory control booklets, tournament gifts and souvenirs. New this year is a line of gift wrapping materials for golf professionals and a do-it-yourself wall covering for pro shops.

**Golfsonic, Inc.** Features ultrasonic club cleaning equipment, which is said to clean, polish and dry an entire set of irons in less than a minute. The unit is compact, weighs only 25 pounds and will not harm metal, plastic or aluminum finishes.

*continued on page 48*



## DRIVE HOME YOUR MESSAGE

### with our custom marble paperweights.

Make an elegant impression that lasts. Our Italian marble paperweights are ideal good will items . . . useful, too, for recognition and service awards, commemoratives, dinners and anniversaries.

• Your club/event emblem and message is etched in brass in up to five colors . . . on a 2 x 2 x 3/4" block of polished white Italian marble. Cork base prevents scratching. • Practically priced at 100 for \$168, complete—no extra charges for artwork, dies, color matching, etc. Substantial quantity discounts. Send for ordering information and a color showing.

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# AN ELECTRIC AUTO



**Exactly.** We call it the "CAROCHE Runabout." It could be the answer to mounting automobile costs and pollution. Oh, it won't do 120. But it will go about 26 m.p.h. around town or on the secondary roads for which it was designed. And you can run it up to 53 miles before recharging its batteries.

**Cost?** Less than \$2,000. **Upkeep?** Minimal. For instance, if you ran the CAROCHE Runabout 25 miles per day, you could figure going approximately 20,000 miles on a set of batteries. Your total electric bill during this period would be about \$108.40. You can figure your gasoline-powered auto will cost you five times as much, for gasoline alone.

**We Also Make a Golf Car.** It's called CAROCHE, too. The years of development which put it ahead of its time enabled us to pioneer in the electric auto field. Its salient features: lightweight, but sturdy, aluminum frame, fiberglass body, hydraulic wheel brakes (plus a mechanical braking system on both rear wheels), supplementary bag racks (enabling it to carry either three or four bags) and the improved safety and stability of 4 wheels.

**Write us for a demonstration.** On the CAROCHE Golf Car, that is. It is, in itself, our best salesman and the finest advertisement we could write. We invite you to call or write us for a demonstration, writing out a CAROCHE on your own course and sell yourself. CAROCHE—the golf car which led to the development of the first practical electric auto...

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What a golf car should be.

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STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Limited Number of Distributorships Available... Write for Details

# PGA

from page 46

**Gustafson Mfg. Company, Inc.**, will exhibit a golf ball retriever and ball washer.

**Hornung's Pro Golf Sales, Inc.**, features the *Golf Club* coin-operated club cleaning machine. Also range equipment, driving nets, trophies and display units.

*\*Information unavailable at press time.*

**Jerral Packaging Company** offers pro shop supplies.

**Kristal Kraft, Inc.**, introduces a new golf club refinishing kit for individuals. Available for professionals are stains, finishes, shaft sealers, epoxies, insert material and sole plates.

**Hugh J. McLaughlin and Sons, Inc.**, features solid range balls imprinted with the club's name or insignia.

**Wittek Golf Range Supply Company** features a complete line of golf course driving range equipment, in-

cluding solid and wound range balls, range clubs, indoor and outdoor mats and netting.

## OTHER

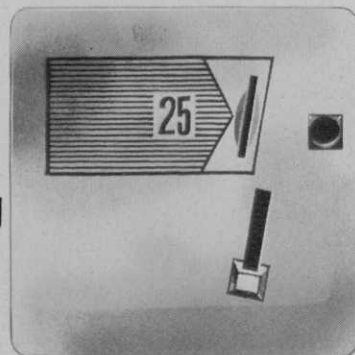
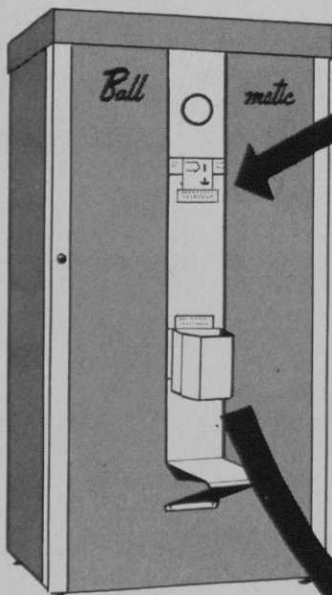
**\* Ford Paint & Varnish Company**

**Paul Hahn Golf Show.** Trick shot exhibitions and golf clinics.

**Score With Northrup**, manufacturers' rep and jobber, will show literature on its service. □

# Automatic Money Maker

- Holds 5000 golf balls
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- Every ball is paid for
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Here is why the all new, trouble free, Ball-O-matic 2E-02 golf ball dispensing machine is guaranteed 100% — innovative design, superior craftsmanship, rugged materials, reliable components, and modern manufacturing technology.

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a golf course  
irrigation system,  
I'd like to talk to  
all three.**



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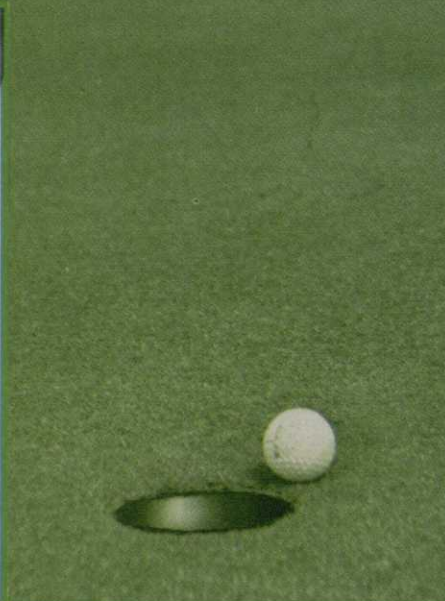
He should have said "Four."

Because now there are four major golf course irrigation specialists. Weather-matic, the quality leader in residential and commercial installations, is in the golf course field with a system designed to establish its leadership in this area as well.

Now, the same quality system that keeps your club president's home landscaping green and lush is available for your golf course. We've added a new line of rotary impulse heads — the K-60, K-70 and K-80. We offer the most versatile, yet uncomplicated, central control system on the market — the Weather-matic Command-Satellite; and our Electro-Val<sup>®</sup> has a long and proven record of reliability.

This time, check us out too. With Weather-matic, the measurable difference is quality. Send in coupon, or call, for free Golf Course Planning Portfolio.

# Save your greenskeeper...



## and greens!

Helping keep a golf course in top condition is one of the objectives of Standard. If we, as a company, can provide you with the tools to make your job easier, yet help maintain your golf course, we want to help you.

Standard continues its search for better equipment to reduce the costly maintenance problem on your golf courses. Two products are shown on this page that will save you time and money . . . a Greenskeeper and a new hole cutter. Standard also manufactures a complete line of golf course equipment . . . ball washers, spike cleaners, flags, flag poles, tee markers, benches, etc.

For any golf course equipment, make the standard of the industry your first choice . . . Standard Mfg. Co.

### HANDY GREENSKEEPER

Easy to carry and easier to operate, the Greenskeeper erases ball marks and dimples fast while you're standing up. Position it over the ball mark. A gentle pressure on the handle forces the steel teeth into the ground, which raises the turf and fills the dimple. Before and after photos show how the Greenskeeper can be a valuable tool to have on your course.

### NEW HOLE CUTTER!

The new Professional hole cutter features a replaceable cutting shell. This chrome plated cutting shell can be removed for sharpening by three recessed screws. Or replace with a new shell while the original one is being sharpened so you always have one available for immediate use. These cutting shells are case hardened for long life. And they are available in three styles . . . plain as illustrated above, scalloped or saw-tooth edges. The cutting edges are made to exacting measure.



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