A silhouette of a golf cart is shown against a warm, golden sunset sky. The cart is positioned in the foreground, with its steering wheel and two seats clearly visible. The background features a horizon line with some sparse vegetation. The overall mood is serene and quiet.

product, then that product tends to stay put. E-Z Go.

The world's largest exclusive producer of golf cars. Gas, electric, three wheel and four. A division of Textron Incorporated.

For more information circle number 217 on card

# 1906

Since the beginning, man has overcome great obstacles. From natural catastrophies to the despotism of kings, from today's pressures of



space and time to the torment endured in the royal and ancient sport known as golf. Man has survived.

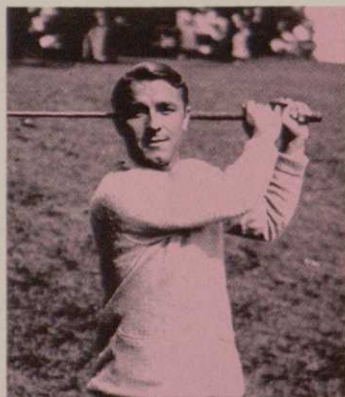
Golf also has survived, even though it was outlawed in 1457. The Scottish Parliament of King James II decided that golf was interfering with archery training and thus weakening national defense. Through the centuries, the game and its playing equipment have been refined.



Golf shafts made of hickory wood appeared in the early 1900's and, despite their lack of uniformity, truly great players developed such as Britain's Ted Ray and Harry Vandon, and America's Francis

# 1924

Ouimet and Jerry Travers. Many of the great players who achieved stardom with hickory made the transition to steel during the latter part of golf's golden 1920's. The steel shaft became the standard for celebrated golfers like Walter Hagen, Gene Sarazen, and Bobby Jones. By the 1930's, the steel shaft had arrived. And with it the long hitters. Bright new stars appeared. Jimmy Demaret, Byron Nelson, Sam Snead, Ben Hogan. As steel revolutionized the golf shaft in the 20's, the



introduction in the 1970's of carbon-graphite may be the beginning of a new golden golf era. But. Not all carbon-graphite shafts are alike!

The Carbonite shaft is the one that stays most square throughout a swing. That means accuracy. And since Carbonite is lighter than steel,



you can add weight to the clubhead without losing speed. That means distance. And because Carbonite recovers instantly, that means accuracy and distance.

# 1973

Carbonite rewards a good hit but, more important, it forgives a swing that's less than



perfect. If you seldom spray a shot, your good ones will be better than ever. And should you miss the sweet spot, it's good to know you'll be forgiven.

Many players on the PGA tour are already using Carbonite shafts and the list is growing daily. Chances are your pro has several demonstrators you



can try. Do it next chance you get. All you need to know about carbon-graphite golf shafts is Carbonite. After all, "carbon" is two-thirds of our name.

## CARBONITE

GRAPHITE GOLF SHAFTS

CARBONITE CORPORATION  
955 Vernon Way  
El Cajon  
California 92020  
(714) 449-9010

# PGA



E-Z-Go



Otis



Cushman

## GOLF CARS, EQUIPMENT, CARTS

Circle No. 101 on Reader Service Card

**AMF/Harley-Davidson Motor Company, Inc.**, offers three-and four-wheel electric and gasoline cars. Four-wheel cars have independent front wheel suspension; rear wheels have coil springs, torsional stabilizer and hydraulic dampers. All models have maximum carrying capacity of 750 pounds, low-profile, tubeless tires and welded tubular steel frame and molded, fiberglass body. Full line of accessories available.

**Blue Dot Tops** features fiberglass top and vinyl plastic windshield fittings over top frames of golf cars. Company

says installation time runs about 15 minutes.

**Citation Mfg. Company** is exhibiting the electronic *Golf Caddy*.

**Browning** showing the *Bag Boy Master* with seat, *New Handle Fold* model, white balloon tires. *Bag Boy Automatic*; *Bag Boy Manual Fold* model; *Bag Boy Rental Pull Cart*; *Play Day* pull cart; *Clubster* club carrier.

**Club Car, Inc.**, features the *Caroche* four-wheel electric golf car, the *Caroche* four wheel electric personnel carrier, the *Caroche* four wheel electric utility truck, the *Caroche* hardtop cab golf car and the *Caroche* four wheel electric *Islander* (Resorter). Cars have fiberglass body and aluminum frames; optional features are: plastic canopy, windshield, head and taillights, extra bag attachments and hardtop cab.

**Cushman Motors, Div. Outboard Marine Corp.** Makes electric and gas four-wheel cars (*Town & Fairway*, *Gran Cushman-400*), electric and gas three-wheelers (*Grand Cushman-300*), electric four wheeler (*Trophy 400*) and electric three wheeler (*Trophy 300*). All models have steel body and frame with automotive steering. Gran Cushman models feature horizontal bag racks and brake warning buzzer.

**E-Z-Go Car Company, Div. Textron, Inc.** Electric cars, three wheeled *X-444* and four-wheeled *X-440*, feature leaf springs and hydraulic shock absorbers, capable of 12 mph speeds. Gas models (*GX-440* with three wheels and *GX-44* with four) have two-cycle, single cylinder, air cooled engines, fully automatic forward and reverse drive and steel body and frame.

**Maynard Sales International, Inc.**, features the *Maynard Electronic Caddy*, which operates through 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 of 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 electric motors.

**Otis Elevator Company** features its four-wheel electric golf car with steer-

ing wheel and Cicolac body and frame. Car has full width storage pocket on the back of each seat. Featured models are the *S-71*, *Executive S71E* and the *Resorter Model 580 R-6*, *580 R-9*.

**Pargo, Inc.**, offers the *Model 803*, three-wheeled car and *Model 804*, four wheeler, both electric. Features include automotive steering, leaf spring rear suspension; maximum speed is 11 mph, and both cars are made of reinforced fiberglass with choice of body colors.

**Sit-N-Rest Golf, Inc.**, makes a combination golf cart/golf bag.

**Motor Appliance Corp.**, showing a complete line of battery chargers for golf cars and personnel carriers. Twelve to 36-volt chargers with recessed timer, pilot light to show operating condition. *Series E* battery chargers cannot be damaged due to short circuit condition or accidental reverse polarity.

**ESB Brands, Inc.**, features the *EV-88* and the *EV-106* batteries with polypropylene construction, giving more lead and acid capacity, one piece covers that eliminate electrical leakage and quarter turn vent cap for quick servicing.

**General Battery Corp.** features the polypropylene battery for performance demands of electric vehicles.

**Gould, Inc.**, features battery chargers and power breed golf car batteries for complete battery systems for electric vehicles.

**Hewson Control Devices, Inc.**, presents an electronically controlled golf caddy that follows the golfer by remote control.

**Playmaster Corp.** features its *Model 501E* electric, four-wheel golf car with ice chest, bag well, which holds up to four bags, automotive steering and drink holders as standard equipment. Cigarette lighter, battery condition indicator, lights and canopy are optional.

**Southern Golf Equipment, Inc.**, features the *Capri-100*. Electric, 93 inches by 45 inches; top wheel covers, safety

continued

# PGA

continued



AMF/Harley



Westinghouse

reverse switch, automatic brake release, wrap-around bumper built into frame, automatic rear body latch and cushioned brake to prevent turf damage.

**Westinghouse Electric Corp.** features the 436-E electric golf car with four wheel, steering wheels, steel body and frame; the 437 electric three wheeler with steering wheel, steel body and frame. Both have canopy, batteries and charger and brakes on each rear wheel as standard equipment.

## GOLF EQUIPMENT

Circle No. 102 on Reader Service Card

**Action Golf Company** makes a complete line of golf clubs.

**Acushnet Sales Company**, features the *Titleist*, with investment cast stainless steel, irons with Tungsten alloy weights inserted in heel and toe for weight redistribution; the *Finalist*, with irons contoured for perfect lineup and control; the *Titette* ladies' model, with square toe design irons. *Titleist* golf balls with shallower dimple configurations. Complete line

of golf bags in vinyl, leather, buckskin with matching headcovers and carryalls.

**Aldila** exhibits its line of graphite shafts and introduces a new shaft and club line, with a wide variety of weights and flexes on display.

**All Star Pro Golf Company** shows the *All Star Sunburst* irons and woods. Irons have triple chrome plated steel forgings with contoured back weight design to aid in hitting down and through. Also the *Golden Star* and the *XL* irons and woods. Complete line of ladies' and mens' golf bags.

**American Precision Golf** shows the *American* line of golf clubs with heel and toe weighting.

**AMF/Ben Hogan Company** introduces the *Director* model with forged steel heads (irons only), heel and toe weighting; *High Crown* featuring a higher crown on woods, profiling designed for more clubhead mass; the *Saber* featuring rounded sole design and classic contouring, Dura-Ply head on woods and forged heads with uniform weight distribution from heel to toe, nickel chrome plating on irons. Also shown will be a wide variety of expanded vinyl golf bags; the *Apex* and *Hogan Star* golf ball lines, featuring liquid centers.

**Arnold Palmer Golf Company**, Div. of Professional Golf Company, features the *Lady Palmer* forged stainless steel irons with conventional hosel design; the *Arnold Palmer FTD* square toe design forged stainless steel irons, heavily sole weighted, with Dynamic shaft. Complete line of Palmer and *Charger* golf balls. Complete line of golf bags, shoes and gloves.

**Around-The-Green Enterprises** features its line of putters, chippers, with two new putter models to be introduced. Putters have end weighted heads of nickel and brass alloy, chrome blue or red shafts. Chippers have brass heads shaft in chrome and anodized blue, green or gold.

**Burton Mfg. Company** features a complete line of *Leather Tex* and expanded vinyl golf bags. *Penfold* golf

balls in American and British sizes.

**Butchart Nicholls** shows its *SCX* golf clubs with investment cast stainless steel irons, heel and toe weighting. Woods have Cyaloc inserts with brass heel, toe weighting. Custom specifications can be ordered at no extra cost.

**Carbonite Company** offers a full line of graphite shafted golf clubs.

**Chico's Tomahawk, Inc.**, shows its line of custom-made putters, pitching wedges and handmade putter covers as well as the *Rake* sandwedge.

**Clover Golf Company, Inc.**, features its new *Go-Rilla* golf clubs by Jaydar with Dynamic steel shafts, investment cast heads, precise weight distribution for better control of pitch shots.

**Otey Crisman Putter Company** offers custom-made putters, pitching wedges and putters featuring hickory, steel, aluminum or bamboo shafts.

**George Diehr Golf Repair** features its line of handmade woods and putters.

**Double Eagle Div.** of Ajay Enterprises Corp. shows investment cast stainless steel irons with heel and toe weighting, broad sole, semi-square toe and square toe, flare designs. Woods have special insert. Featured will be the *Double Eagle*, *XSP*, *San Franciscan* and the *Marilyn Miller* models. *Tru Sphere*, *Double Eagle*, *Professional* and *Pro Master* golf balls. Also range balls and Ajay golf gloves with Velcro fasteners. Golf carts and golf cart/bag combinations. *Kaddie Kart* steel or aluminum golf carts.

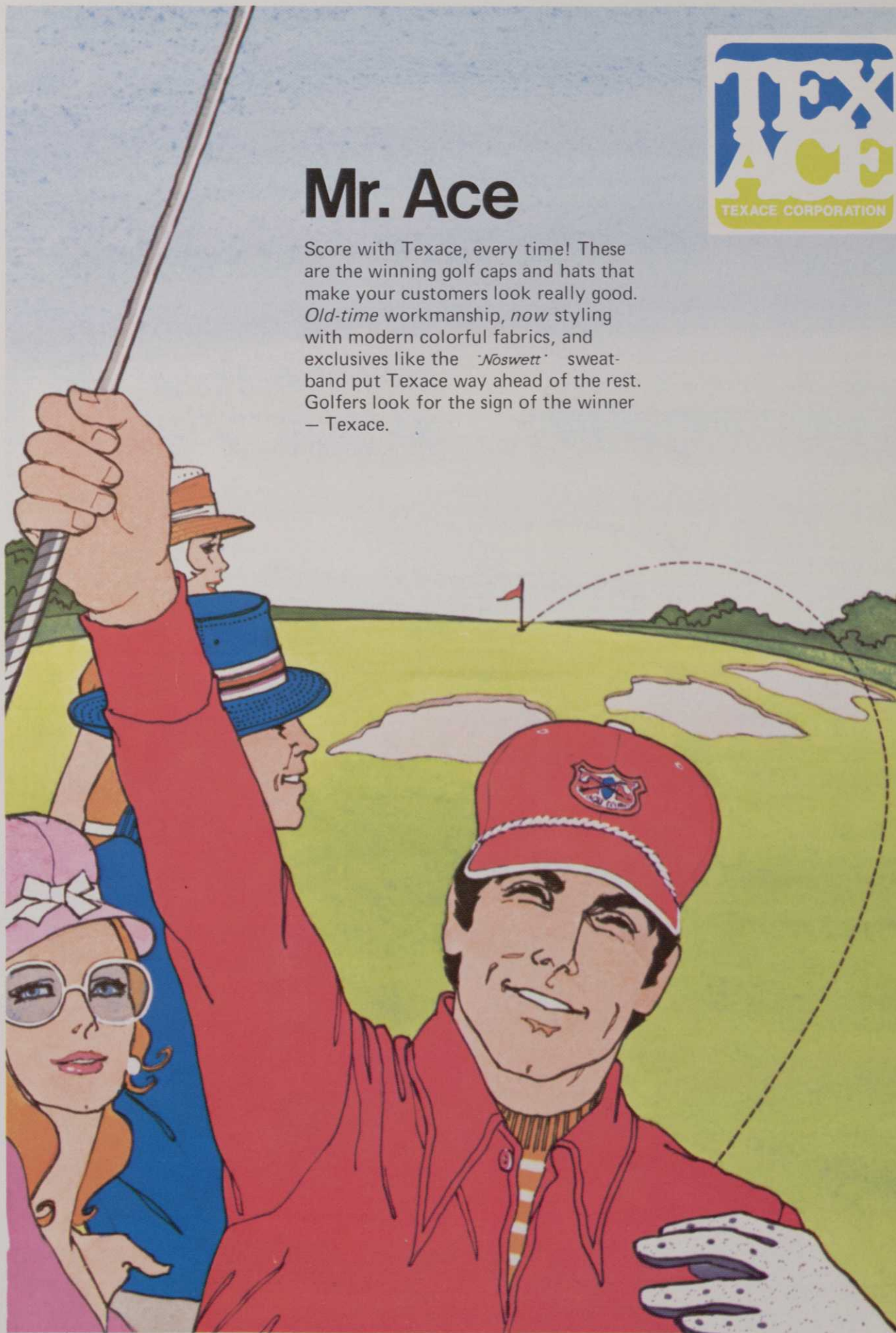
**Dunlop Tire and Rubber Corp.** shows a complete line of golf clubs, featuring: the new *Dunlop 7000* investment cast stainless steel irons and woods with Dynamic unitized shaft; *Bert Yancy* forged stainless steel irons with heel and toe weighting. Also, showing *Maxpower*, *Maxfli*, *Bob Charles* and *Gundy* (ladies') models of golf clubs. Complete line of Surlyn covered golf balls and leather and expanded vinyl golf bags.

continued



# Mr. Ace

Score with Texace, every time! These are the winning golf caps and hats that make your customers look really good. *Old-time* workmanship, *now* styling with modern colorful fabrics, and exclusives like the 'Nöswett' sweat-band put Texace way ahead of the rest. Golfers look for the sign of the winner — Texace.



# Making the Headlines.



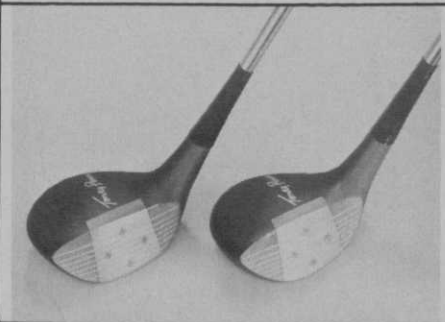
Heads turn with Texace on the scene — these are the golf caps and hats with winning good looks and newsworthy quality. The finest fabrics in today's colors, *old-time* workmanship, and now styling combine with exclusives such as the 'Nöswett' sweatband — and there's no contest. You and your customers win with Texace!, sold only at pro shops.



# PGA



AMF/Ben Hogan



Toney Penna

**Easajo Golf Company** features handmade putters under name of *Early-Birdie*.

**Equipoise** introduces a complete line of graphite shafts for golf clubs.

**Exxon Enterprises, Inc. (Graftek)**, offers a line of graphite shafts for golf clubs.

**Fansteel Recreation Products Division** makes graphite shafts for golf clubs.

**Fast Eddie Putter Company, Inc.**, shows handmade putters in 10 models. *Sand* irons with dimples.

**Faultless Sports** features *Quantum Clubs* with investment cast stainless steel irons with longer blade look and internal hosel; *Lady Quantum* with heel and toe weighting; *Omega* with Tunnel-Sole woods, enlarged inserts and oversized grips.

**Field Golf Company, Inc.**, showing a line of equipment and apparel.

**First Flight Div.**, Professional Golf Company, will show The Attack Ball by *Greenmaster* with Surlyn cover; *First Flight OSS* irons and offset woods; *FTD* irons and woods; *PT 280* irons and woods; *Arnold Palmer FTD* irons and woods; *Hotze* golf bags. See separate listing for **Duckster sports-wear**.

**Gold Crest, Ltd.**, Div. of Cidcoa. Shows new *Graphite 100*, *Graphitru* carbon graphite golf shafts for woods and irons used in their Graphite 100 drivers. All carbon graphite shafts and heads.

**Golf Tech** shows its *Honeycomb* woods and irons featuring the *Excalibur Plus* with heel, sole, toe weighting brackets to expand sweet spot, contoured and beveled sole, offset head design, lightweight hosel concept and True Temper unitized shaft. Other models include the *Crown*, *Excalibur* and *Mach II*, *G/T* and *G/T Plus* putters.

**Golf West, Inc.**, features a complete line of woods, irons and putters, including the *Confidence* and *Stature* lines by Mader. Also *Golf West* sweaters in lambswool and cashmere.

**Great Lakes Golf Ball Company** exhibits its golf ball line.

**Walter Hagen Golf Equipment Company** features *Ultradyme II* woods and irons with investment cast stainless steel irons, over hosel design, sweet spot expanded both vertically and horizontally. Woods with Tungsten fore-weighting. Complete line of vinyl ladies' and men's golf bags. *Graphite II*, featuring new graphite shaft, made under exclusive contract with Walter Hagen and Wilson by Babcock and Wilcox Advance Composites Div. Shafts have new step-down design.

**Hillerich & Bradsby Company** features its new *Power-Bilt Thoroughbred* with investment cast stainless steel irons with shaft-over hosel and heel, toe balance and contour bevel sole; woods have back weighting.

**Frank Johnston Golf Company** offers a complete line of golf clubs.

**Karsten Mfg. Company** shows its

*Ping* golf clubs. The *Zing*, *My Day*, *AYD* and *Day* putters; woods from one through six, right and left hand for men and women, calibrated by dead weight to ensure a uniform swing. Woods are lightweight to assure more head speed.

**Lamkin Leather Company** features leather and rubber grips.

**Lynx Precision Golf Equipment** introduces the *Lynx II*, featuring investment cast stainless steel irons with shaft-over hosel design and woods with heel, toe adjuster weighting. Available in all flexes. Also graphite shafted drivers.

**MacGregor** introduces the *VIP* by Nicklaus, which features redesigned heel and toe; weighting on woods has inserts at heel and toe. Irons have short hosel and over fit shaft. The *Tourney* irons hosel has been shortened and has over fit shaft with heel and toe weighting, forged heads. The *MT* is a new club with an old name. It has more weight toward toe of forged head irons. Woods have aluminum alloy face insert with tee sole on fairway woods. The model *DX* will also be shown in both men's and ladies'. *Super Driver* will be available in graphite. Also shown will be *Tourney* golf balls in 1, 11, 111; The *Durable DX* and cut-resistant *GTO* balls. The *VIP*, *Tourney*, *El Camino* and *Scottsdale* series of bags in leather and vinyl.

**Magco, Inc.**, offers graphite shafts for golf clubs.

**Hugh McLaughlin and Sons, Inc.**, offer the *500* liquid center and full 80 compression ball with Surlyn cover; the *225* economy solid ball; the *250* solid range ball; the *375* floater range ball.

**R. Neumann & Company**. Shows a line of leather wrap-on golf grips with a new tacky substance. The grip is said to get tackier as the humidity or dampness increases.

**Northwestern** introduces *TNT* model with investment cast irons and heel and toe weighting, offset blade and cavity back design. Woods have extra wide brass weighted heel and toe insert. Also shown will be the *Thunder-*

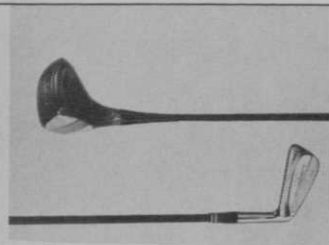
continued

# PGA

continued



Hillierich & Bradsky



Pedersen

bird, Rosasco Bros., Ultimate and the Lady Thunderbird models of golf clubs, all stainless steel heads with heel and toe weighting.

**Pedersen**, Div. of O. F. Mossberg & Sons, Inc., features the *Pedersen 3* forged steel head investment cast irons. Woods and irons available in left and right hand; the *Model 100* investment cast irons using Lost Wax process. Irons made of 17-4pf stainless steel. Weight redistributed between head and toe in engineering process. Also the *17-4* and *Lady Pederson* models golf clubs. Also, a complete line of suede and vinyl golf bags and the *Excel* golf ball.

**Penfold Golf Balls, Inc.**, distributed by Burton Mfg. Company, shows its line of golf balls in standard American and British sizes.

**PCR Golf Ball Company** features the *Professional* one-piece solid golf ball and a full line of solid range balls.

**Toney Penna Div.**, A-T-O, offers precision cast *Super Blade* irons and

*Super* woods with Aldila graphite shafts. Woods are hand-crafted to the golfer's exact specifications and feature Master Screw Weighting and Volumetric Facing; irons eliminate traditional hosel, feature uniform lofts and lies, precise weight distribution and shape. *Toney Penna* golf balls are custom made with high rebound, thin-wall liquid center balance-wound with full-flex rubber thread, Balata cover features larger, shallower dimples for better control and uniform trajectory. *Toney Penna* golf bag with alligator trim with crinkled patent leather body offered in six color combinations.

**PGA-Victor** showing *Vardon Cup*, *Men's Par Ex* and *Lady Par Ex* woods and irons with parallel and perpendicular weighting on woods, which increase club's capability to draw shots hit off the toe; *Ryder Cup II* clubs with slow toe design; *Ryder Cup II* golf balls. Complete line of golf bags. See separate listing for **Ryder Cup Fashions** golfwear.

**Pro-Dyn** features the *Pro-Dyn 2* as 1974 complement to its *Pro-Dyn 1*,

# Acushnet just had the biggest sales increase in our history.

# Thank you, old friends.



with investment cast stainless steel irons with over-hosel design and positive axis clubhead weighting in all weights and flexes.

**R & M Golf Company.** *RB 300* graphite shafted drivers with ring balanced sole plate; *Birdie 1* stainless steel investment cast putters, specially designed iron head exclusively for graphite. Also the *St. Andard Pin-seeker* line of irons and woods with over-hosel and in-hosel irons and heel and toe balance. All products are custom made.

**Rainbow Sales—Yamamoto & Company, Inc.,** offers the *Skyway* golf ball with polyurethane cover and liquid center, along with a full line of golf-wear.

**Ram Golf Corp.** presents its *XL1000* investment cast irons and graphite shafted woods; drivers are 35 per cent lighter and have 100 per cent faster recovery than steel shafts, are torque resistant to help maintain clubhead squareness and intended line of flight at impact. Irons have more weight in

the head and hollowed back to widen the effective sweet spot. *Ram 3D* golf balls with Surlyn cover and *Ram Super D* with polybutadiene center. Ram will also show a full line of golf balls, deluxe and Sunday golf bags.

**Rawlings Sporting Goods Company** features a line of golf equipment.

**Red Hot Putters, Inc.,** offers a line of golf clubs.

**Royal Golf Company** features its *Power Groove*, *Conswept*, *Royal Daisy* as new models for 1974. Woods are rear weighted with new Conswept design and fluted shaft, irons are investment casted with Conswept and concave design. Also exhibited are new *Durahex* range balls.

**Shakespeare/Plymouth Professional Golf Div.** New *Mach II*, *XLD* and *XL* club lines with Sigma and Alpha graphite shafts. Incorporating the new design capabilities of graphite fibers, these graphite-shafted clubs are designed to perform with maximum efficiency, using variables, such as flex

pattern, low shaft weight and low torque. *Stylist* golf balls, range and special imprint balls.

**Sight-Line Industries** features an all new line of woods, irons and putters for 1974.


**Spalding Div. of Questor Corp.** Introduces *Pro Flite* clubs with laminated wood head, lightweight shafts, heel and toe weighted irons with forged heads; *Touring Pro* with low center of gravity on irons to give more loft, forged steel heads; *Top Flite* for men with dynertial weighting system giving three dimensional effect, weight in heel, toe and sole for lower center of gravity; *Ladies Top Flite* with weight redistributed between toe and hosel, rounded top line. Also *Top-Flite*, *Pro-Flite* and *Dot* golf balls.

**Tour-mate** introduces a professional golf bag line with seven new models in 14 colors from \$30 to \$100. They are lightweight, brightly colored and strong.

**Tri-City Company, Inc.,** shows its continued



It was the most successful golf ball introduction in history. At year's end, we had sold more Titleists—far more Titleists—than ever before. Of course, we had a couple of special advantages: We had a high-performance ball that plays like no other. And we had some high performance friends. Thanks.

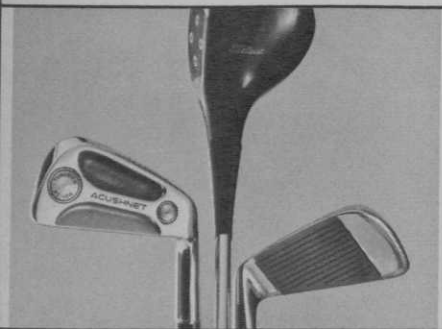
**ACUSHNET SALES COMPANY**   
Sold thru golf course pro shops only

# Thank you, new ball

For more information circle number 193 on card

# PGA

continued



Acushnet



Shakespeare

new club line featuring De Torque, a new engineering innovation that directs the energy of the stroke back through the clubhead to the ball instead of through the shaft to the hands of the hitter. Irons are investment cast and are designed to provide true weight and balance. Enlarged sweet spot area, graduated offset, coupled with an extra-wide flange, produce higher trajectory and longer ball flight, making play of long irons much easier.

**Wilson Sporting Goods Company** offers a complete line of clubs, bags and balls. Featured will be the new X-31 woods and irons with woods designed to eliminate both turf drag and to provide added loft, offering the proven Turfrider feature in 1974. A lower center of gravity also helps to increase power while helping to get the ball airborne. Irons have wider sole to concentrate more weight behind and below the ball at impact to get the ball up and out. *Graphite II*, featuring new graphite shaft, made under exclusive contract with Wilson and Walter Hagen by Babcock and Wilcox Advance Composites Div. Shafts have

new step-down design. The new *Ladies' 1200* model with fore-weighted woods and gravity center brought in line with the shaft for square impact and increased distance; irons are perimeter weighted with weight moved from hosel and heel toward the toe—to expand the sweet spot vertically. LD balls with Surllyn covers, rubber wound centers and polybutadiene cores. Complete line of Wilson golf bags in leather and polyurethane.

## GOLFWEAR

Circle No. 103 on Reader Service Card

**Adventures In Golf** offers a line of golf apparel.

**All Star Industries** features the *All Star* golf glove.

**Bernhard Altmann**, represented by **Spalding**. Featuring men's apparel, velours, alpaca and orlon sweaters, doubleknit slacks and sportcoats.

**AMF/Ben Hogan Company** features the *Gentleman's Shirt* by Ben Hogan with exclusive blend of DuPont Dacron polyester and Pima cotton creating the fabric for this new top line golf shirt, which retails from \$16 to \$19.

**Stanley Blacker, Inc.**, represented by **Ernie Sabayrac**. Offers suits in doubleknit and sportcoats in popcorn knit and worsted wool flannel and hopsacking.

**Bodin Knits** offers polyester doubleknit wear, machine washable and dryable. Also blazers, vests, slacks and blouses that are interchangeable and color coordinated.

**George Bonill Sales** features golf apparel.

**Brentwood Sportswear**, represented by **Donald M. Temple** offers a complete line of men's four-button placket knit shirts. Also other styles.

**Tom Brown & Associates** offers a line of men's and ladies' apparel, including *Maxwell* men's slacks (\$22.50 to \$25) and *Gregg Draddy* ladies' fashions.

**Buccaneer Mfg. Company** features a

full line of men's and ladies' outerwear, with golf jackets, slickers and rainsuits offered along with women's action jacket with white kasha lining.

**Jack Carnahan, Inc.**, manufacturer's representative for **Johnston & Murphy** golf and street shoes; **The Hadley Corp.** Men's and ladies' golfwear, and **Esquire** slacks and sportcoats.

**Cezar Ltd., Parker of Vienna**, offers cardigan, turtleneck and V-neck sweaters in shetland/mohair, alpaca, wool and doubleknit wool.

**Champion Glove Mfg. Company** makes leather golf gloves in half or full-finger. Also, golf caps and hats, socks, peds, towels and tennis gloves.

**Classic Golf Shoe Company**, showing a line of golf and casual street shoes.

**John F. Cleary Company** features a full line of golf apparel (distributor).

**Coberknit**, represented by **Ernie Sabayrac**, showing a complete line of wind and rainsuits including the *Circo Swing* golf jacket with shawl collar construction retailing for \$21. Fleece-lined warm-up suits.

**Continental Textiles, Inc.**, features sweaters.

**George Cook, Ltd.**, introduces *The Piper* doubleknit blazer in white with navy piping, navy with white piping, red with white piping. Represents also a complete line of ladies' wear, including: **Bodin Knits**, *Lori Bee Golfing Coordinates*, *Mr. Dinó*, *Booth Bay* shells and sweaters, *Barrie* cashmere sweaters from Scotland. Complete men's line of sportswear, including: **Thomson Sportswear** slacks, shorts and shirts, tennis shorts and shirts, *George Cook* doubleknit sportcoats and shirts.

**David Crystal Company**. See **La Coste**.

**Derby Cap Company** features men's and ladies' caps and hats.

**Dexter Shoe Company** introduces a complete line of golf shoes. All fully leather-lined with cushion innersole and lightweight sole. Also, a line of ladies' golf shoes with same character

continued on page 40

# We'd like you to know about Graftek™ golf shafts:

For the past two and a half years, the scientists and engineers of the Composite Materials Division of Exxon Enterprises, Inc. have been researching, designing and developing new products fabricated from graphite composites. Soon, leading sporting goods manufacturers proudly will announce new products based on **Graftek™**, a new Graphite Composite Material by Exxon. We too are proud to announce a new **Graftek™** golf club shaft with Graphite Composite Materials by Exxon is now available.

## What does a Graftek™ golf club shaft mean?

### *To the scientist/engineer:*

Radial torque recovery at impact.  
Decreased moment of inertia.

Lower center of gravity.

Parabolic flex curve.  
Flex and twist harmony.  
Shaft fatigue resistance.

Dynamic performance properties.

### *To the golfer:*

Square clubface for down-the-middle hits.

Accelerated clubhead speed for more carry on drives.

Lighter shaft for more energy at impact.

Stepless shaft for more power.

Consistent clubhead control.

Uniform and durable performance.

See your pro and swing one.

Available in standard flexes: L, A, R, S, X and in a unique XX.

For orders or more information, contact Joel Fuerst, Exxon Enterprises, 242A St. Nicholas Ave., South Plainfield, New Jersey 07080. Area Code 201-753-5570.

**GRAFTEK™**  
**GRAPHITE COMPOSITE**  
**MATERIALS BY EXXON**

For more information circle number 186 on card

# PGA

from page 38

and with a saddle feature and square toe.

**DiFini Originals and Knitwear** offers *Comfortissimo*, the exclusive DeFini cotton-backed polyester fabric. New for '74 is a *Comfortissimo* shirt in solid colors offered with or without the DiFini signature embroidered on the sleeve hem. They also will bring DuPont's Qiana fabric to men's golf-wear in shirts and slacks. Augmenting the DiFini line of golf apparel will be tennis wear—*Comfortissimo* tennis shorts for men and three tennis dresses as well as a two-piece outfit for women. The outfit's skirt features a red and navy stitch motif on white.

**Dorsan Sports, Inc.**, features golf gloves, umbrellas and headcovers.

**Duckster Sportswear**, a subsidiary of **Professional Golf Company**, will offer a wide range of waterproof, repellent and weather resistant outerwear. All *Duckster* rainsuits are 100 per cent guaranteed waterproof.

**Edmont-Wilson** features its *Super Grip* vinyl men's and ladies' golf gloves with a Velcro backing for \$3.50 and \$4, which are very durable and less expensive than leather gloves. Also a merchandiser display unit.

**Equipoise** introduces a complete line of graphite shafts for golf clubs.

**Esquire Sportswear Mfg. Corp.**, represented by **Jack Carnahan, Inc.**, offers coordinated sports clothing, slacks and sportcoats.

**Etonic, Charles A. Eaton Company**, offers a full line of men's and ladies' active sportswear including golf and dress shoes, golf gloves and *Fred Perry Tennis* footwear; four-button placket with 4½ inch collar shirts-machine wash and dry; golf slacks in all Dacron polyester; shell and sleeveless blouses.

**Fana Fashions** offers an extensive line of doubleknit sportcoats.

**Fitzroy Sportswear** (Corbie Mfg.

Company), showing Fitzroy golf shirts and slacks.

**Flip-It, Inc.**, Div. of Byer-Rolnick. Represented by **Ernie Sabayrac**. Offering men's and ladies' headwear.

**Foot-Joy**, by Brockton Footwear, Inc., introduces 70 new models in its 1974 shoe lineup: 13 new *Foot-Joy* men's golf shoes; 25 new street models; six new women's golf shoes; three new street shoes for women; four new tennis shoes; five new men's belt models; nine new *Ben Hogan* men's golf shoes and five new *Ben Hogan* women's golf shoes. All shoes feature flexible lightweight construction and Tungsten carbide tipped spikes. Waterproof golf shoes with new replaceable spikes.

**Gean-Edwards, Inc.**, features a line of tennis and golf socks in orlon acrylic and stretch nylon combinations in an assortment of colors.

**Golden International, Inc.**, introduces *Dura-Fab*, a new all-weather fabric golf glove, made of polyurethane and nylon, which absorbs perspiration. Has wide Velcro fastener that keeps the palm smooth.

**The Golf Mart, Inc.**, distributes **Munsingwear** golfwear and *Eldorado* golf shoes.

**Golf & Sport Headwear Company** offers a line of men's and women's headwear.

**Golf & Tennis Headwear** offers a line of headgear, sunglasses, golf gloves, and golf socks.

**Great Lakes Golf Ball Company** distributes a line of sportswear, including headgear.

**The Hadley Corp.** offers a complete line of ladies' golf shirts and sweaters in placket, turtleneck and cardigan polyester, nylon and cotton/Dacron.

**Harburt Corp.** exhibiting a line of women's golf apparel.

**Harvey Industries** will exhibit a line of men's golfwear.

**C. F. Hathaway Company** offers *Hathaway Golf Classic* shirts in 100 per cent cotton lisle as worn by Jack

Nicklaus. Also *Golf Classic* sweaters.

**Haymaker**, by David Crystal, represented by **Ernie Sabayrac**. Featuring washable knit sweaters in cardigan piped trim acrylic available in V-neck and turtleneck. Also showing knit skirts.

**Hill Star Corp.** showing a complete line of golf shirts and slacks in doubleknit, woven, madras and seersucker. Hill Star represents *Lyle & Scott-Scotland* cardigans, pullovers and shirts and *Mailcott-France* pull-overs, cardigans.

**Hornung's Pro Golf Sales, Inc.**, showing *Jockey* shorts, slacks, hosiery, sweaters and jackets. **Dexter** golf shoes; *Hornung* golf shoes.

**Imperial Caps** offers hats for men and women.

**International Golf Accessories, Inc.**, distributes the *Allen Solly* line of golf leisure wear. Offers also imported cotton lisle shirts; *International* golf gloves; *John Pomer* golf and leisure slacks, and sports jackets; *Floppy* golf caps.

**Morton Knight**, distributed by **Burton Mfg. Company**. Men's cool-weather jacket with a weather-proofed fabric in body of the garment and an insulating layer of fiber. Pull-over style, color coordinated, knitted collar, cuffs and waistband. All-weather men's and ladies' golf apparel.

**Izod**, by David Crystal, represented by **Ernie Sabayrac**. Features a complete line of men's sportswear, including sports jackets in fine cotton corduroy, in burgundy, natural or brown. Also V-neck sleeveless pull-over sweaters. Slacks, tartan plaid, belt-loop styling, 75 per cent wool, 25 per cent acrylic doubleknit in navy, brown, burgundy or dartmouth green with gray. Shirts with new argyle pattern in four-button placket. Cardigan piped acrylic knit sweaters, also in turtleneck.

**Jantzen, Inc.**, offers *Jantzen Open* leisure wear. Seersucker stripe, knit dotand mesh knit placket shirts coordinated with random cord 100 per cent polyester waistbanded trousers with dropped belt loops and angled