

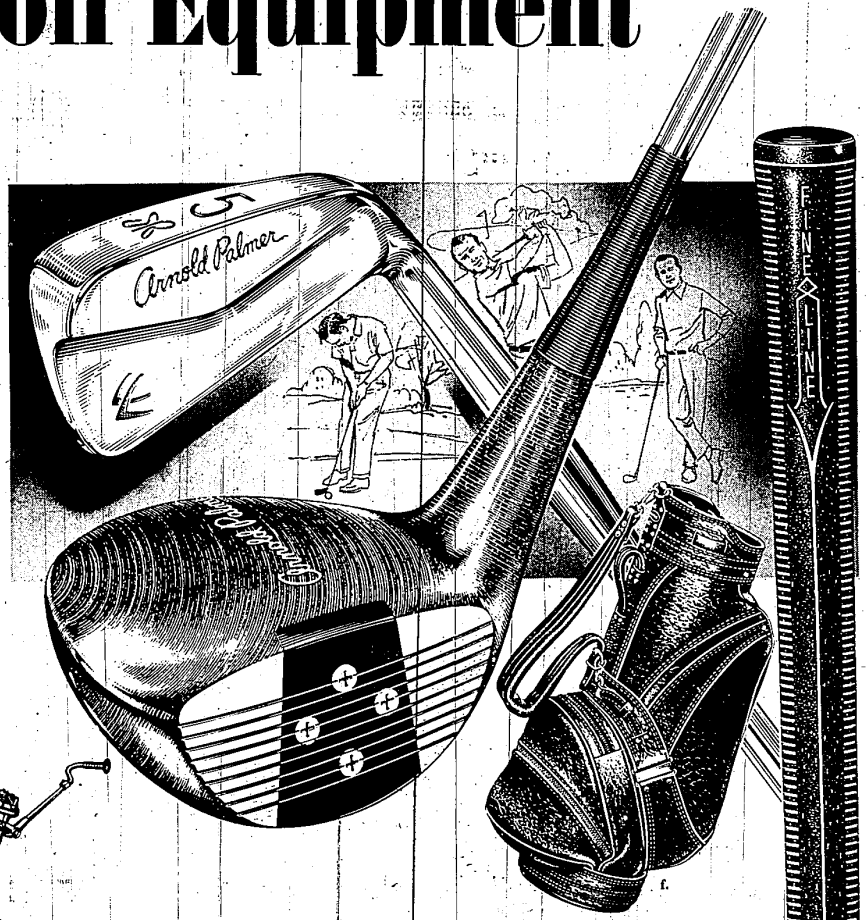


SEARS, ROEBUCK AND CO.

Sears Introduces New Arnold Palmer Pro-Styled Golf Equipment



ARNIE SAYS, "I BELIEVE ANYONE CAN IMPROVE HIS GAME by using quality equipment. See what this new, pro-styled golf equipment at Sears can do for your game." Arnold Palmer, four-time Masters champion and the most exciting golfer in history, has used his knowledge and experience to help create a new golf equipment line for Sears. It is designed to increase the power, accuracy and consistency of your game.



Arnold Palmer Golf Balls 3 for 1⁹⁹

Medium high compression steel center balls for a long accurate flight! White for life finish. Extremely durable. Endorsed by Arnold Palmer. Stock up!



a. Arnold Palmer Pro type Putters

Sears Low Price **\$14** ea.
Black and gold color leather grips. Chrome-plated shafts. Choose blade, mallet or rocker style.

b. Arnold Palmer Folding Golf Cart

Sears Low Price **\$34⁹⁹**
A touch of your toe and it unfolds. New pull-eye curved handle. Ball bearing spoke wheels.

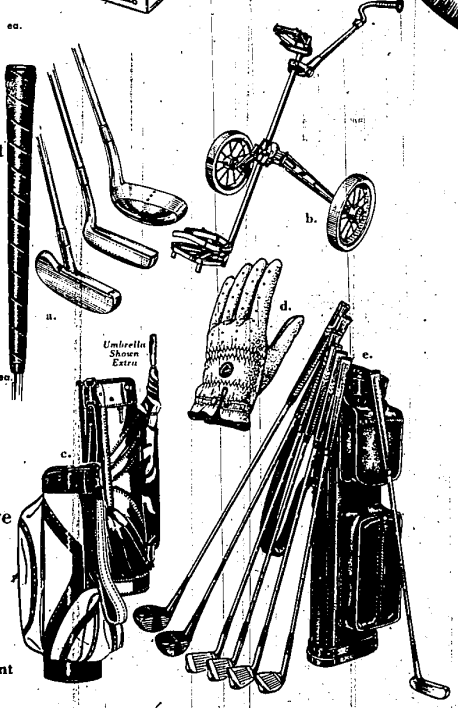
c. Arnold Palmer Pro Golf Bag

Sears Low Price **\$30** ea.
Big, pro-style bag with zippered ball pocket and accessory pocket. Available in black or palomino with brown trim.

d. Arnold Palmer Fine Golf Glove

Sears Low Price **4⁹⁹**
Made of the finest quality African sheepskin. Pearl-like snap comes off for use as a ballmarker.

NO MONEY DOWN on Sears Easy Payment Plan . . . Take Months to Pay



Play Your Finest Game with Sears Arnold Palmer Golf Clubs

- Pro-styled clubs are matched in swing weight for a uniform feel of every wood or iron
 - Fine-line black and gold color, all-weather grips
 - 8 Iron set includes: No's 2, 3, 4, 5, 6, 7, 8, and 9
- Irons feature a built-in, point-of-impact weighting which concentrates power behind the ball for greater distance and accuracy. The high-quality, chrome-plated, step-down steel shafts give a uniform flex and feel. Lustrous chrome-plated irons have deep-scored, sand-blasted faces for greater backspin and control. No. 1, 3 and 4 woods have cherry color persimmon heads.
5 Iron Set - No. 3, 5, 7, 9, putter \$49

8 IRON SET **\$79**

3 WOOD SET **\$43**

e. Arnold Palmer Endorsed Youth Sets

Sears Low Price **\$50**
Consists of No. 1 and 3 woods with select persimmon heads in cherry finish, No. 3, 5, 7 and 9 irons, putter and vinyl golf bag. Handsome black and gold color grips.

f. Arnold Palmer Pro-styled Golf Bags

Sears Low Price **\$65**
Handsome alligator-grained vinyl bag has a large 10-inch round top, step-down style. Black or Palomino with matching trim. Four large zippered pockets for balls and clothing.

Sears Sporting Goods Dept.

Open Monday, Thursday, Friday, Saturday 9 to 9, Tuesday, Wednesday 9 to 5:30



- Grand River at Oakman, WE 3-3300
- Lincoln Park, Southfield at Dix, DU 3-7000
- Pontiac, 154 N. Saginaw, FE 5-4171
- Gratiot at Van Dyke, WA 5-0100
- Livonia Mall, 7 Mile at Middlebelt, 476-6000
- Wyandotte, Biddle-Maple, AV 4-9000
- Woodward, Highland Pk., TO 8-1300
- Woodworth Mall, Gratiot at 13 1/2 Mile Rd., 293-3000
- Grosse Pte., 7 Mile-Mack, TU 4-6000
- Oakland Mall, 14 Mile Rd. at John R, 585-1000