

# THIS IS WHAT MAKES OUR NEW SUPER SOX SUPER.

It's our great fat fluffy pom poms that are going to give your sales a big fat boost.

Wait till your customers see that Super Sox are made of 100% Creslan® acrylic fiber.\* So they can wash them all they want without worrying about shrinking, stretching or fading those bright bouncy colors. And they are available in 17 different color combinations. Super Sox. They make sense. And sales.

\*exclusive of ornamentation

**SUPER SOX**  
**SUPER-POM**  
**KNIT CLUB SOX**

**Reliable of Milwaukee**

233 E. Chicago Street, Milwaukee, Wisconsin 53202



**Creslan**  
LUXURY ACRYLIC FIBER

Complete set of four  
nos. 1, X, 3, and 4

Suggested retail (shown—Style #5030) \$6.00 each. Other knit club sox styles to retail from \$2.00 each. Write for catalog showing complete line of golf accessories.

Creslan acrylic fiber is a product of American Cyanamid Company, Wayne, N. J.

## GMDA, PGA POOL THOUGHTS FOR 1974 SHOW

PALM BEACH GARDENS, FLA.—In a meeting among officers of the Golf Manufacturers and Distributors Assn. and the Professional Golf Assn. on January 22, plans for the 1974 Merchandise Show were discussed.

PGA officers confirmed that they have not yet decided on the site for next year's show.

The GMDA made it clear that, though they were anxious to have the 1974 show, they would not participate if the location and facilities were so substandard that it would not be worth the expense it imposed on their companies. They also emphasized their desire to have a "better" and not just a "bigger" show.

They strongly urged the PGA to work closely with them as a "joint committee" in selecting next year's site. GMDA denied the rumor that John MacArthur had offered to permit them to hold the show for one week only in 1974 at their present location.

GMDA requested that they establish a priority system in making booth assignments, which would be based on the exhibitor's total support of the PGA, such as the number of shows that they had participated in, advertising in Professional Golfer Magazine and PGA championship programs.

A common complaint about the show, according to the GMDA was elimination of the names from the badges, which was done to eliminate the lengthy delays at the registration desk, which caused a major backlog in 1972. The suggestion was made to the PGA that they should obtain the types of badges used at other shows in which the PGA members' names could be hand printed.

The GMDA advised PGA officers that their membership had voted unanimously to make future shows exclusively for legitimate buyers and their pro shop staffs.

The PGA announced its intention to hire a full-time show coordinator in the immediate future to replace Robert Creasey. Connie Madsen coordinated this year's show following Creasey's termination.