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 shrink-
ing, stretching or fading those bright bouncy colors.
And they are available in 17
different color combina-
tions. 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

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

Creslan Luxurious Acrylic Fiber
Suggested retail (shown—Style #6030) $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 dis-
cussed.

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 par-
ticipate if the location and facilities
were so substandard that it would
not be worth the expense it imposed
on their companies. They also em-
phasized their desire to have a “bet-
ter” 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 per-
mit them to hold the show for one
week only in 1974 at their present
location.

GMDA requested that they es-
ablish a priority system in making
booth assignments, which would be
based on the exhibitor's total sup-
port of the PGA, such as the num-
ber of shows that they had partici-
pated in, advertising in Professional
Golfer Magazine and PGA champi-
onship 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 registra-
tion 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 follow-
ing Creasey’s termination.