Once again, it's that time of the year when the Professional Golfers' Assn. of America holds its annual Merchandise Show and January tournaments. This year the PGA is staging the events at the St. Lucie CC in the beautiful resort area along the North Fork of the St. Lucie River, between Fort Pierce and Stuart, Fla.


Golf Director LeRoy Phillips of the General Development Corp., a Miami-based area developer, reports that the annual PGA show will be held January 26 to 29 during the PGA Match Play Championships.

For the show, Phillips explained, there will be two large 150- by 300-foot tents and a smaller tent for the food concessionaire. All will be located on Morningside Blvd., adjacent to the 18th hole of the Sinners course, close to the river.

The show is expected to attract about 300 or so exhibitors of just about anything in the way of playing equipment or apparel that a golfer could want.

The show returns to the St. Lucie CC for the first time since 1963, Phillips noted.

Chuck Johnson is the host professional for the resort.

The St. Lucie Hilton Inn has 168 rooms and there are 52 villas. Two 56-room additions are under construction, with occupancy of one expected in time for the trade show.

The St. Lucie Hilton CC resort area of 1,000 acres has a Great Hall dining room, two snack bars, a 19th Hole bar and a Saints and Sinners Lounge where entertainment is nightly, except on Sunday.

It also offers boat rentals, marine facilities, fishing guides and charter boats and a nearby shopping center.

Because of the club's proximity to Stuart, six miles to the south and Fort Pierce, 15 miles to the north, both of which are on U.S. 1, there is a wide variety of alternative places of lodging and meals and entertainment.

Included in this area would have to be West Palm Beach, about 50 miles south, either by the Florida Sunshine Parkway or down U.S. 1. In this luxury resort area, there is entertainment galore (Jai Alai and dog racing are two examples) and many fine restaurants.

For those professionals who are unable to get reservations at the plush new Hilton Inn with its well-appointed rooms and beautiful terrace view of the scenic North Fork of the St. Lucie River, or who prefer to just stay in the town, there are any number of motels and hotels to accommodate them.

Some of the better known nearby places to stay include a Holiday Inn and a Howard Johnson Motor Lodge in Fort Pierce, about 20 miles away, the Starlite Motel in Fort Pierce, about 15 miles distant, a Holiday Inn and Howard Johnson Motor Lodge in Stuart, about 10 miles away, and a Sheraton Resort Inn on Hutchinson Island, some 12 miles distant.

For those with recreational vehicles, there is the Badger Court Mobile Home Park, about 10 miles away, Bryn Mawr Campers on Fort Pierce's North Beach, some 22 miles north, and Venture Out at St. Lucie Outdoor Resorts of America at Nettles Island and Holiday Out at St. Lucie, all near Jensen Beach, about 12 to 15 miles distant.

Air travelers, coming into the St. Lucie CC by private plane will probably land at the Stuart airport, about 10 miles south of the club. It has facilities for nearly any type of private 
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airplane.

Those arriving by commercial air will come in at the Palm Beach International Airport, 50 miles to the south. There are two ways to go from the airport. Either take I-95 north to PGA Boulevard in North Palm Beach, and branch east to U.S. 1 or west to the turnpike.

Food is always uppermost in the minds of travelers, and golfers are no exception. Let’s take a broad look at what is available for those who don’t want to partake exclusively of the cuisine at the Hilton Inn.

Looking south and staying close by, there is the renowned Frances Langford’s Outrigger restaurant in Jensen Beach, the Crow’s Nest in Rio, La Fonda and the Holiday Inn in Stuart, the Manatee Yacht Club restaurant in Port Salerno and the Sheraton Resort Inn on Hutchinson Island, to name some of the more popular ones.

To the north, in the Fort Pierce area, are Al DiVagno’s restaurant, Tony Marco’s Inn and the Hilltop restaurant, all north of town; the New England Oyster House, Frankie and Chambers’ Steak House west of Fort Pierce.

For those who don’t mind going a few extra miles, Vero Beach, 15 miles north of Fort Pierce, has the Ramada Inn, the Ocean Grill, the Driftwood Inn, the Menu and the Patio.

Golfers who like to fish will find countless opportunities to gratify their desires in the immediate area, beginning with snook in the St. Lucie River.

There is excellent surf fishing for bluefish and Spanish mackerel. Hutchinson Island, the Jensen and Stuart bridges have good bottom fishing. Charter boat captains at Port Salerno and in Fort Pierce will take fishermen off shore for a day’s fishing for sailfish, bonito, dolphin, wahoo, kingfish or grouper and snapper.

In January here, there is little chance of rain, although the weather can be a little chilly at times and quite windy. It’s good sweater and jacket weather in South Florida, so come prepared. If lucky, professionals may find short-sleeve weather the whole time.

ROYAL DAISY OFFERS FULL LINE FOR WOMEN

NEW YORK—Royal Golf Company has introduced the Daisy line of golf equipment to fill women’s need for a full line of professional quality golf equipment designed just for them.

For years women have complained that golf equipment offered them was merely the cut-down version of the men’s and that their golf bags never seemed to look feminine.

This equipment line, from golf balls to jackets, is designed to improve a woman’s golf game both physically and aesthetically.

The equipment was designed with investment cast stainless steel club heads. Weight, length, and loft have been tailored to women’s requirements.

The Daisy items are colorfully coordinated to please the woman’s fashion sense. Up to now, women golfers have had to pick and choose golf equipment, clothes, and golf balls and bags from an assortment of brands. Now, with the Royal Daisy line, ladies can enjoy golf with colorful irons, shoes that are fashionable as well as waterproof, comfortable coats and jackets, and of course, attractive golf bags.