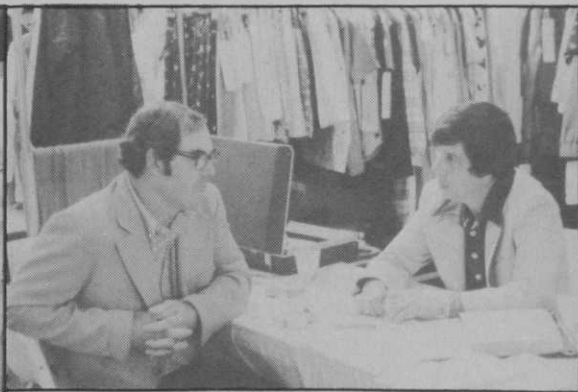


# PGA

## NEW DEAL IN ORLANDO



There was interest in business at Orlando. Above the aisles are crammed with buying pros in the softgoods area of the show at Disney World's Contemporary Hotel. Buyers take a long look at the merchandise near George Cook's display, above. Cook representatives noted that sales at the show were up, but individually, orders were smaller. Ed Manley of E. J. Manley talks it over with a customer, above right. Manley highlighted a coordinate set of seven navy/white pieces that the golfer can turn into 18 different outfits. Additional color range was offered in pastels, camel, grey, burgundy or hunter green. At right, David Smith's Joe Lombardi works on an account. Long lines were the case all show long at the PGA's registration room. Show officials tallied attendance at 8,506 for all present.



On the fifth day, the pros rested. After four days of walking around the crowded aisles of Disney World's Contemporary Hotel, the participants at last January's PGA Merchandise Show took a big breath and hit the airport.

It was a new experience for the pros at Orlando, as the show went indoors. There was some confusion on the first two days on where exhibitors were and how to get to them, but with relative swiftness the show's roughest edge was ironed out.

Despite the gloomy economy and a downturn in sales in a variety of industries, golf business looked healthy in Florida. Most companies had orders up from their '74 show business and several passed these marks after the second day on the floor.

A record 226 exhibitors arrived at Orlando to show their wares, but even with that high, the PGA had to turn down 30 other would be exhibitors for lack of space. As expected the lure of the Magic Kingdom brought pros out in the largest attendance ever in the event's 17-year history. Assistant show director Connie Madsen quoted total attendance figures at 8,506 for the run.

There were pros that had praise for the show setup and those that complained about it. Wally Phillips, president of the Golf Manufacturers and Distributors Association, lauded the cooperation that exhibitors got from the PGA and its coordinating committee in keeping up with developing problems during the event.

Even with all the "good" reviews that Disney World got, there was no indication from the PGA that the show would be there next year. General opinion pervading the show was that the PGA might look for another site though, since the novelty of the Orlando location might push attendance down in '76.

Despite all the interaction of the exhibitors to drum up business, the main principles at Orlando were the pros. GOLFDOM talked with several to get their re-



Watching the pros was another fulltime job (at right), as Ajay's Dick Lindsey, left, and Chuck Cumming survey prospective customers. Discussions on a variety of products was the rule in the Willson room (below). Indications of early show sales found Willson in the position of surpassing '74 show efforts after the second day. Company spokesmen told GOLFDOM that even with the advent of a tight money situation, Willson showed strong gains. At right center, Shakespeare/Plymouth's national sales manager Bud Cross, right, makes some points with some pros. At lower right, Custom Sports' Jack Smith made a major impact on the pros with woods made out of exotic wood from South America. Smith's firm featured both Ya and Chakopte woods, both of which are extremely rare and in short supply. Lynx, once again, had a goodly amount of its faithful looking over its wares. The California firm spotlighted its new line of women's clubs.



action to the show and the business outlook for this year.

"The accommodations for the show are physically nicer this year, but logistically it's bad because things are so spread out," commented Hank Leist, head pro at East Point C.C., Rivera Beach, Fla. Leist noted that he has deemphasized softgoods business in his shop and found this type of merchandise the hardest to sell.

Skip Meyn, pro at Lawrence Park C.C. in Erie, Pa., noted that the effect of the "Pro-only" litigation would probably effect his walk-in business in the shop and that in general, clubs were getting harder to sell with higher prices.

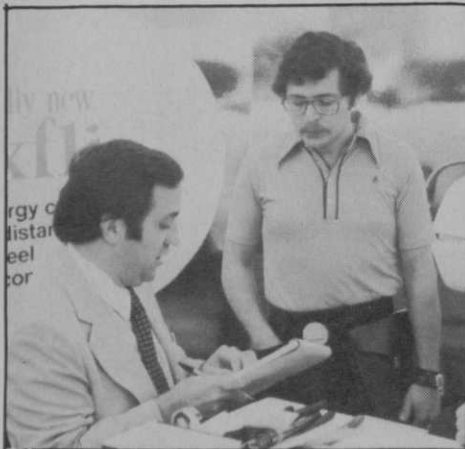
With the uncertainty of the economy, pros tended to take a wait and see attitude on purchasing during the show's first two days, but by the Wednesday opening sales for a majority of the exhibitors had reached a new high.

There was plenty of new products news, as the equipment and apparel people brought out the latest in their lines. Many of the smaller firms were introducing new merchandise for the first time at Disney World. Con-Sole came out with a titanium head in its new iron, while Pedersen highlighted the material in its shafts.

Babcock & Wilcox announced that its DynaTorque graphite shaft was now available to all equipment manufacturers and pro shops. There were several new firms making their first splash at the show, Lil' David and Square Two both came up with impressive lines. Shamrock featured a complete line of putters with graphite shafts and heads, while Action Golf came out with a new line of investment cast stainless steel irons. There was quite a range of new articles to see.



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Transactions were commonplace all during the show, (clockwise from left) as Dunlop's John Tomasko, seated, makes out an order. At top, the feet of Fast Eddle, and his No. 1 product, while Difi's Jack Just is positioned below. At top right, Miller Golf's Dick Marchetti holds down the fort in that company's booth, while below Spalding's Clothing Division's national sales manager Bill Preston puts the ink to another order. At right center, A pair of pros examine some heads at the Dunlop booth. At bottom right, Pedersen vice president and sales manager Ron Miller discusses the advantages of his firm's new line of titanium clubs. At bottom left, it was time for a gettogether with E-Z GO's executive vice president Bill Dolan and GOLFDOM's Associate Publisher Joe Graffis. At lower left, Pinseeker president John Riley examines his latest in woods along with Roger Kreuter, Columbia C.C., Columbia, Mo. Pinseeker laid heavy show emphasis on the wood line and its variety of investment cast putters. Pro Dyn's Gunder Rask was a busy man with the pen the whole show. The Cincinnati-based firm featured a new order offer for the pro that guaranteed an additional 10 percent discount if their order was not shipped within 10 working days.







# PGA

Clockwise from left, Cushman's Jim Leventhal (left) talks golf cars with a visiting pro. Fred Akel takes a low look at his golf ball washer that can clean 750 range balls in two minutes. At top right, Ken Maemoto of U.S. Precision admires his company's Coot wood. U.S. Precision got good reactions from the buying pros at the show. At right center, Ralph LaCroix (left), national sales manager for Royal converses on business. Royal accented its complete line of equipment at Disney World, but continued its promotion of its Daisy woman's line of clubs and accessories. At bottom right, a trio of pros size up the advantages of some new Spalding Irons. The Dura-Fab glove got rave reviews at the show, as Golden International began its campaign for the item. The glove is supposed to hold its grip even in the rain. Still in its first year of operation, Lil' David Gawfe was out in full force for Orlando. The San Diego-based firm highlighted its new line of Slinger Irons. The contingent included: Saul Gealer, Teri Murphy, Jim Flood, Bud Nations, Chuck Strurmer, Charlene Mathis and Barbara Burks.



# PGA



Etonic's Wally Phillips gives apparel king Fred Perry a warm embrace at top left, while below Faultless' vice president of marketing Ralph Maltby takes a break on the floor. The Ohio-based firm had business in full swing promoting its line of clubs and accessories endorsed by pro Lee Trevino. At bottom right, Don Drotman of Izoo/Haymaker scans the buyers in his booth. Fansteel's Carl McManis checks out some pictures of his company's production processes, bottom center. At bottom left, it's business as usual and it's usually heavy at the Spalding display. Spalding introduced a new club line at the show for the high-handicapper, called "Esprit." The line will supposedly fill the gap between pro-line clubs and starter sets. Above, Jerry Barber (left) aids pro Bert Croghan, Standard C.C., Louisville, Ky., with a fitting of his Golden Touch club line. In upper left, Westinghouse's Joe Camp gazes over show activity in the golf car area. At the exact middle of the page, Dick Tarlow of Foot-Joy plots the sales of the Massachusetts shoe concern during the Orlando event.

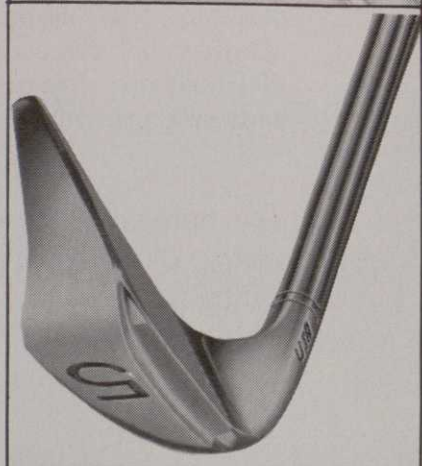
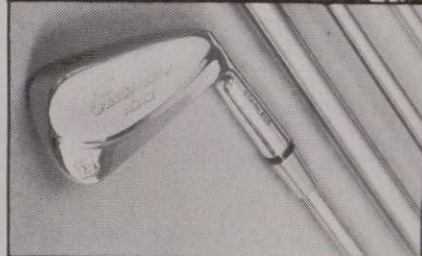






There were a number of new products and innovations introduced at Orlando, as the equipment companies attempted to stimulate further business with new merchandise for the pros. From top down, Weffite of Canada highlighted its "Connaisseur" line. Utilizing investment cast heads, the line is an attempt at optimum

design. Pedersen announced its latest entry into the market with a titanium shaft. Lighter than aluminum, yet stronger than steel, titanium allows greater swing control with no change in the swing. To insure uniformity, each shaft is ultra-sonically tested. Dorset brought an iron with an offset profile to Disney World with the pros finding it very much in their favor. Dorset's "Vant-Edge" design offers a new slant on iron play. Square Two offered its own new innovation with totally matched set for the first time on the market, while Mac Hunter featured its Auld Classic wood.



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# Easy Rider '75

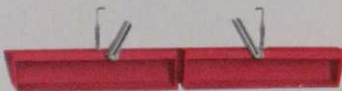
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