

PGA:

All aboard for Orlando!

The PGA Merchandise Show has come a long way since Frank Sprogell's first valiant attempts in a comparatively crude tent at Dunedin. This year from January 22 to 25, it will be held in the comparatively luxurious surroundings of the Contemporary Resort Hotel in Disney World, Fla. The wares of more than 200 golf product manufacturers will be exhibited on the second floor of the Tower Building and the first floor of the Contemporary North. Hours are from 9:00 a.m. to 5:00 p.m. in the Tower and 9:00 a.m. to 7:00 p.m. in the Contemporary North on Saturday, Sunday, and Monday; all exhibits will be open from 9:00 a.m. to 3:00 P.M. on Tuesday, January 25. (Exhibitors list on page 30.)

As has been the custom, the Merchandise Show is timed to coincide with the PGA Winter Tournament program, held at Walt Disney World Golf Resort at Lake Buena Vista.

Programs & events

Informal educational "cracker barrel" group sessions, co-sponsored by the national PGA and the Florida section, will be held on successive Mondays before and during the Merchandise Show. Jim Applegate will lead the discussions in the Trophy Room of the Golf Resort Hotel. Each session will last from 8:00 to 9:30 p.m. and will be worth one point towards recertification for PGA members.

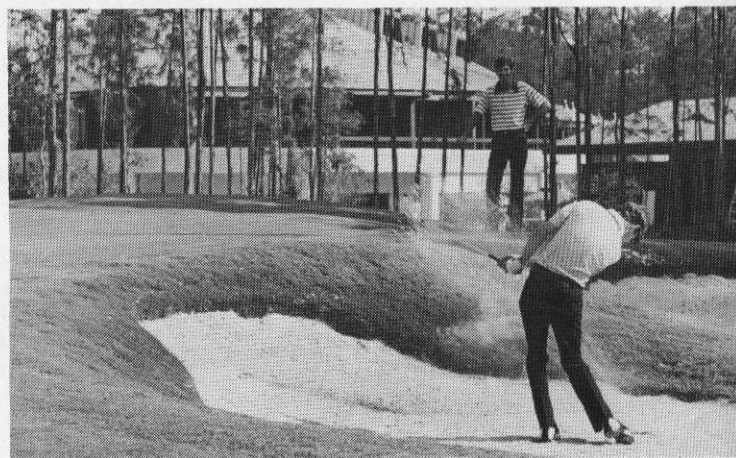
The January 10 session will cover "Capitalizing on Christmas and holiday business," "Customizing clubs," and "Programs for training and compensating assistants." Topics for January 17 will be "Smart Buying: how to get the most for your dollar," "How we handle the slow play problems," and "Ideas to improve golf glove sales and profits." Discussion on January 24 will center on "The sale of accessories and nonconventional shop items," "Use of audio-visual aids in teaching," and "Knowing how to compute golf car profits."

Special events will take place at 4:30 p.m. Saturday, Sunday, and Monday during the show. The place: the Oasis in the Contemporary North. On Saturday, January 22, *Golf Magazine* will sponsor a style show. Bob Toski and Jim Flick will conduct a golf clinic on Sunday under the sponsorship of *Golf Digest*. And on Monday Wilson Sporting Goods sponsors an exhibition by the legendary hitter Sam Snead.



The symbol of all that is Disney, Mickey Mouse, beckons golf pros and their families to Disney World in Orlando, Fla., for the PGA Merchandise Show.

The show is timed to coincide with the PGA Winter Tournament program at Walt Disney World Golf Resort at nearby Lake Buena Vista.



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Things to do

For recreation and entertainment for convention-goers and their families, Walt Disney World is hard to top. The heart of it is the famed Magic Kingdom, with 45 major attractions now open every day.

Newest and most exciting of the attractions is the race through Space Mountain, which forms a focal point for Tomorrowland. Also new there is the innovative WEDWAY PeopleMover, the GE Carousel of Progress and the whirling Starjets.

Other Disney lands include Main Street U.S.A., with horsedrawn streetcars and steam locomotives, plus Adventureland and its Jungle Cruise and Pirates of the Caribbean adventures.

In Liberty Square, guests discover a Colonial atmosphere with the Hall of Presidents and the memorable Haunted Mansion. Fantasyland features all of the famous Disney characters, plus 20,000 Leagues Under the Sea. Frontierland stars the famous Country Bear Jamboree and a trip to Tom Sawyer Island.

PGA

GUIDE TO EXHIBITORS

EXHIBITOR	ROOM/BOOTH (AREA)
Abeles of California	7102(3)
Acme Iron Works, Inc.	7150(1)
Acradista, Inc.	8116(2)
Acushnet Sales Co.	171-172, 179-180(5)
Admiral	7146(1)
Adventures in Golf, Inc./Match Play of Pinehurst	7147-7148(1)
After Hours	200-205(6)
Fred Akel Co.	7134(2)
Adila, Inc.	230-231(6)
Alligator	Hemisphere Lounge(7)
All Star Industries	7172(1)
All Star Pro Golf Co.	7152(1)
American Precision Golf Corp.	8108(2)
Around-the-Green Enterprises	7113(3)
Babcock & Wilcox Co.	7173(1)
Laura Baugh	Hemisphere Lounge(7)
Beconta, Inc.	8111(2)
Belmont U.S.A., Inc.	155(5)
Elaine Benedict	Stage(7)
Benson Sports Co.	7118(2)
Bodin Knits	Stage(7)
Bowen Corp.	7128(2)
Browning	7111(3), 321-322(7)
Buccaneer Manufacturing Co.	144-145(5)
Burton Manufacturing Co.	185-188(5)
Nat Cabot Putters, Inc.	7187(2)
Callaway Gardens	8126(2)
Calree Co.	7151(1)
Jack Carnahan, Inc.	200-205(6)
Chico's Tomahawk, Inc.	7149(1)
Charles F. Clark Co./Div. of FNT Industries, Inc.	7103(3)
Club Kit, Inc./subsidiary of Kristal Kraft, Inc.	338(7)
Coberknit Corp.	Hemisphere Lounge(7)
Cobra Golf, Inc.	7119(2)
Confidence Golf Co.	116-118(5)
Con-Sole Golf Corp.	317-318(7)
George Cook Ltd.	Stage(7)
Ray Cook Golf Putters, Inc.	7140(1)
Country Club Golfer	173(5)
"Country Pro" Handcrafted Fixtures	8129(2)
Creative Awards by Lane	7166(1)
Otey Crisman Putter Co.	7176(1)
Crystal Professional Sports	Hemisphere Lounge(7)
Datono Products Div. /Dayton Stencil Co.	112-113(5)
David Crystal, Inc.	Hemisphere Lounge(7)
Derby Cap Manufacturing Co.	177-178(5)
Dexter Shoe Co.	125-126(5)
Difini Originals, Inc./Difini Knitwear Ltd.	325-328, 339-342(7)
Display Creations	200-205(6)
Dorson, Inc.	Stage(7)
Dunlop Sports Co.	330-337(7)
Easajo Putter Co.	7181(3)
Eastern Golf Co.	105-106(5)
Charles A. Eaton/Etonic	Yosemite Room(5)
Eaton Corp./Molded Products Operations	366(7)
Ebra Co./Ebra Products, Inc.	8101(2)
Edmont-Wilson	169-170(5)
Electronic Sports Products, Inc.	8119(2)
ESB Brands, Inc.	237-239(6)
Esquire	200-205(6)
Exim Sales Corp.	8124(2)
Exxon Enterprises, Inc.	140(5)
E-Z-Go Car/Textron, Inc.	300-307(7)
Fast Eddie Putter, Inc.	7101(3)
Faultless Sports (see Rawlings Golf)	
Flags of Golf Co-Op	7184(3)
Foot-Joy, Inc.	Hemisphere Lounge(7)
Frog Tog	7120(2)
Gan-Ed, Inc.	7136-7137(2)
Gean-Edwards, Inc.	7185(2)
General Battery Corp.	7174(1)

EXHIBITOR	ROOM/BOOTH (AREA)
Gold Crest, Ltd.	312-315(7)
Golden International, Inc.	7171(1)
GOLF BUSINESS	111(5)
Golfcast Corp.	8115(2)
Golf Digest, Inc.	228-229(6)
Golf International Corp.	7106(3)
Golf Magazine	103-104(5)
The Golf Mart, Inc.	232-236(6)
Golf Shop Service Co.	7158(1)
Golf & Tennis Headwear Co.	380-381(7)
Golfurs	7101(3)
Golf World	345(7)
Grafalloy Corp.	7105(3)
Grandoe Corp.	7121(2)
Great Lakes Golf Ball Co.	232-236(6)
Greenirons, Inc.	8123(2)
Green-Joys by Foot-Joy	Hemisphere Lounge(7)
Hadley Corp.	200-205(6)
Walter Hagen Golf Equip. (see Wilson)	(5)
Hamilton Tailoring Co.	7104(3)
Harburt Corp.	7169(1)
AMF Harley-Davidson	150-154(5)
Harris International, Inc.	7170(1)
Haymaker Sports	Hemisphere Lounge(7)
Hillerich & Bradsby Co.	183-184(5)
AMF Ben Hogan Co.	146-149, 162-166(5)
Hornung's Pro Golf Sales, Inc.	156-157, 175-176(5)
Mac Hunter Co.	138-139(5)
Hush Puppies Golf Shoes/Div. of Wolverine World Wide	8120(2)
Illli	200-205(6)
Imperial Caps, Inc.	7143(1)
Izod Ltd.	Hemisphere Lounge(7)
Izod J. G./Crystal Sunflowers	Hemisphere Lounge(7)
Jacca	200-205(6)
J & M by Camp	200-205(6)
Jantzen, Inc.	158-159(5)
Jayfro Corp.	7141(1)
Johns-Manville	367-369(7)
Frank Johnston Golf Co.	7124(2)
Johnston & Murphy	200-205(6)
J. S. I.	Stage(7)
Oscar Jones Co./Custom Crest Power Track Golf Co.	7126(2)
Kamata-Ri American Corp.	7112(3)
Karsten Manufacturing Corp.	378-379(7)
Keller Golf Clubs, Inc.	329(7)
Kimberton Co.	308-311(7)
Irving King Custom Golf Clubs	8117(2)
Anne Klein	Stage(7)
Kristal Kraft, Inc. (Club-Kit, Inc.)	338(7)
Lanvin	Stage(7)
Annie Laurie Originals, Inc.	167-168, 181-182(5)
H. D. Lee	167-168, 181-182(5)
Lefcourt Imports, Inc.	7167(1)
Leon Levin	100-102(6)
Lil' David Gawfe Tools	7177(1)
Lilly Pulitzer, Inc.	7159-7160(1)
Louisville Golf Club Co.	8104(2)
Lynx Precision Golf	Lobby—1st Floor(4)
MacGregor Co.	Redwoods Room(5)
E. J. Manley Co.	127-130(5)
H. M. K. Marketeer	136-137(5)
Master Grip, Inc.	7108(3)
Match Play of Pinehurst/Adventures in Golf, Inc.	7147-7148(1)
Matzie Golf Co.	7186(3)
Maurice Originals	Stage(7)
Hugh J. McLaughlin & Son, Inc.	7107(3)
Melex (Ross Products)	7138-7139(2)
Miller Golf Co.	131-133(5)
M'Litia	Stage(7)
3M Co./Leisure Time Products	226(6)
Motor Appliance Corp.	7135(2)
Mulligan by Tentation, J. B.	7183(3)
Munsingwear, Inc.	232-236(6)
National Golf Foundation	7164(1)
19 Hole	200-205(6)
Northwestern Golf Co.	219-222(6)
Old Golf Shop, Inc.	7114(3)
Onex Industries Ltd.	8122(2)
Original Fur Co., Ltd.	7179(3)
Owen Originals	Stage(7)
Pacifica Recreational Products, Inc.	7180(3)

EXHIBITOR	ROOM/BOOTH (AREA)
Par Ace Co.	7115(3)
Pargo, Inc.	376-377(7)
Parker Glove (see Rawlings Golf)	
Par-Mate	316(7)
PCR Golf Ball Co.	7132(2)
Pedersen Div. of O. F. Mossberg & Sons, Inc.	323-324, 343-344(7)
Pegie by the Sea "Originals"	107-108(5)
Toney Penna Co.	210-217(6)
Fred Perry Sportswear, U.S.	210-217(6)
PGA/Victor Golf Equipment Group	Yellowstone Room(5)
Pickering Active Sportswear	308-311(7)
Professional Golf Equipment, Inc.	8106(2)
The Pinseeker Corp.	7188(3)
Preceptor Golf Ltd.	7133(2)
Pro Dyn, Inc.	134-135(5)
Professional Touch, Inc.	8126(2)
Pro Group, Inc.	370-375(7)
Pro-Shu Co.	109-110(5)
Quantum Sportswear, Ltd.	141-143(5)
Rac/Me Golf Bag Storage Racks (Acme Iron Works, Inc.)	7150(1)
Rainbow Sales	7142(1)
Ram Golf Corp.	119-122(5)
Rawlings Golf	210-217(6)
Reliable of Milwaukee "Billie" Ross of the Palm Beaches	114-115(5)
Ross Products, Inc.	7138-7139(2)
Royal Golf Equipment (Uniroyal, Inc.)	346-349, 362-365(7)
Ernie Sabayrac, Inc.	Hemisphere Lounge(7)
Sahara Slacks	319-320(7)
Scepter Distributors	8112(2)
Scott Manufacturing Co.	7153(1)
Scottsdale Golf Corp.	7129(2)
Shakespeare Co.	160-161(5)
Shamrock Golf Co.	7168(1)
R. J. Shepherd Co. (Munsingwear)	232-236(6)
Mort Silver Associates, Inc./Silver Fox Sportsman	7145(1)
Simmons International Corp.	123-124(5)
Sit-N-Rest Golf/Atlantic Products	223A-225(6)
David Smith	7154(1)
E. J. Smith & Sons Co. (Munsingwear)	232-236(6)
Softies	200-205(6)
Allen Solly	Hemisphere Lounge(7)
Southern Umbrella Co.	8114(2)
Spalding	250-361(7)
Spider Putter Co.	8110(2)
Square Two Golf Corp.	7110(3)
Stag Golf Products	7182(3)
Stanley Blacker, Inc.	Hemisphere Lounge(7)
Stock Industries, Inc.	8119(2)
The "Tee" House/Dick Watson	8106(2)
Texace Corp.	210-217(6)
Thomson	Stage(7)
Stan Thompson Golf Club Co.	8109(2)
Top Ten Sales (Munsingwear)	232-236(6)
Touch Corp.	7131(2)
Town Talk Co.	7165(1)
True Temper Corp.	174(5)
Tuit Sales Co.	7175(1)
Union Hardware/Div. Brunswick Corp.	8105(2)
United States Golf Association	8103(2)
Up-Shot Putter Co.	8102(2)
U.S. Precision, Inc.	7116(2)
Vagabond International, Inc.	7170(1)
Valley Forge Glove Co.	7117(2)
Van-L, Ltd.	7127(2)
The Voyager	7157(1)
Charles Weber Printing	7122(2)
Tom Weiskopf	200-205(6)
Wellite Industries Ltd.	7123(2)
Whimsicals	Stage(7)
Wilson Sporting Goods Co./Walter Hagen Golf Co.	Great Smokies & Everglades Rooms(5)
Windless	Stage(7)
Win Mark, Inc.	7144(1)
Wittek Golf Supply Co.	206-209(6)
Wood-Arts Golf Equipment, Inc.	7178(3)
Zirtech Div./Kawecki Berylco Ind., Inc.	8113(2)