



golfbusiness

PGA Show: Disney world of golf

Once again, the fantasyland of Walt Disney World in Lake Buena Vista, Fla., is being temporarily transformed into a world of golf for the month of January — thanks to the Professional Golfers' Association of America.

It all centers around the annual PGA Merchandise Show, held January 28-31 this year in Disney's Contemporary Hotel. Some 250 makers and distributors of golf equipment, apparel, and related products and services will fill the second-floor exhibit area of the Contemporary Tower and several wings of rooms in the Contemporary North. Exhibit hours will be the same as last year: from 9 a.m. to 5 p.m. in the Tower and 9 a.m. to 7 p.m. in the Contemporary North on Saturday, Sunday, and Monday — then from 9 a.m. to 3 p.m. in all areas on Tuesday, January 31.

Special events, held in the after-

noons during the Merchandise Show, will include a golf style show sponsored by Golf Magazine; a trick shot demonstration by Paul Bumann, courtesy of PGA/Victor; and a clinic by Ladies Professional Golf Association tour players Judy Rankin and Donna Caponi Young, brought to you by Ram Golf Corp.

Built around the PGA Merchandise Show dates is the PGA Winter Tournament Program, a series of tournaments for all types of pros, played on the three Walt Disney World courses: Palm, Magnolia, and Lake Buena Vista.

The month of golf events actually ends in February, with the annual PGA Seniors' Banquet at the Contemporary Hotel on Sunday, February 5. In addition to being an occasion for dancing and entertainment, the banquet honors the winner of the then-just-completed Seniors' Champion-

ship tournament and new inductees into the PGA Hall of Fame.

Things to do

During the convention off-hours (and all day long for their families), pros will find plenty to do at Disney World and in the surrounding Orlando area. Foremost, of course, is the Magic Kingdom; it offers 45 major attractions, ranging from the Country Bear Jamboree to Space Mountain, from the Jungle Cruise to the Haunted Mansion. The Disney organization has created a unique, total environment that can truly be enjoyed equally by kids and adults — from the topiary-dotted grounds to the hotel restaurants to Main Street U.S.A.

Other attractions in and around Orlando include Sea World, the Stars Hall of Fame, a Wax Museum, Cape Canaveral, and quite a few good golf courses.

PGA

GUIDE TO EXHIBITORS

EXHIBITOR ROOM/BOOTH (AREA)

Abeles of California	7102(2)	Golf & Tennis Headwear Co.	380-381(7)	PCR Golf Ball Co., Inc.	7131(2)
Acme Iron Works, Inc.	7150(1)	GOLF BUSINESS Magazine	111(5)	Pedersen Golf Equipment Co., Div. of	
Acushnet Sales Co.	171-172, 179-180(5)	The Golf Mart, Inc.	232-235(6)	O. F. Mossberg & Sons, Inc.	323-324, 343-344(7)
Adventures in Golf/Match Play		Golf Shop Service Co.	7158(1)	Pegie by the Sea "Originals"	107-108(5)
of Pinehurst	7147-7148(1)	Golfurs	7101(3)	Toney Penna Co., Div. of A-T-O,	
Ajay Sports/Double Eagle Div.	7124(2)	Golf World	345(7)	Inc. (see Rawlings Golf)	210-217(6)
Fred Akel—Here's Fred	7133(2)	Gould, Inc., Automotive		Fred Perry Sportswear, Div. of A-T-O,	
A. J. Golf Sales	8112(2)	Battery Div.	7144(1)	Inc. (see Rawlings Golf)	210-217(6)
Aldila, Inc.	230-231(6)	Graftek/Div. Exxon		PGA Golf Shoes by J & M	200-205(6)
All American Golf Sales	8106(2)	Enterprises Inc.	317-318(7)	PGA/Victor Golf	
Alligator	Hemisphere Lounge(7)	The Grandoe Corp.	7121(2)	Equipment Group	Yellowstone Room(5)
All Star Industries	7172(1)	Great Lakes Golf Ball Co.	7173(1)	Pickering Active Sportswear	308-311(7)
All Star Pro Golf Co.	7152(1)	Greenirons, Inc.	8123(2)	The Pinseeker Corp.	7188(3)
American Precision Golf Corp.	7118(2)	Green-Joys by		Point of View	8107(2)
Amsco/John Roberts	7114(3)	Foot-Joy	Hemisphere Lounge(7)	Poochee	Stage(7)
Apres Golf Sportswear	Stage(7)	Greif and Co.	200-205(6)	Preceptor Golf Ltd.	7130(2)
Armo Golf Co.	8106(2)	Hadley Corp.	200-205(6)	Professional Sales Associates	8120(2)
Around-the-Green Enterprises	7113(3)	Walter Hagen Golf Equipment (see Wilson)	5	Pro Group, Inc.	370-375(7)
Avon-Illinois, Inc.	7117(2)	Haggar "Pro" Slacks	8129(2)	Pro-Knit Co., a Div. of	
Jerry Barber Golf Mfg., Inc.	7106(3)	Hamilton Tailoring Co.	7104(3)	Patchell Interprises, Inc.	7126(2)
Laura Baugh	Hemisphere Lounge(7)	Harbut Corp.	7169(1)	Pro-Shu Co.	109-110(5)
Beauwood California, Inc.	7123(2)	AMF/Harley-Davidson Motor Co.	150-154(5)	Pro-Sport Marketing Group	7146(1)
Belmont U.S.A., Inc.	133(5)	Harris International, Inc.		Quantum Sportswear, Ltd.	141-143(5)
Elaine Benedict	Stage(7)	Stylo Matchmakers	7170(1)	Rac/Me Golf Bag Storage	
Berk-Ace Ltd.	8110(2)	Harvey Industries, Inc.	112-113(5)	Racks	7150(1)
B. J. Designs	7151(1)	Haymaker Sports	Hemisphere Lounge(7)	R.A.C.O. Manufacturing, Inc.	8103(2)
B & M Enterprises	8119(2)	Hillerich & Bradsby Co.	183-184(5)	Rainbow Sales	7177(1)
Bodin Knits	Stage(7)	Hill Star Corp.	7107(3)	Ram Golf Corp.	119-122(5)
Bogue Electric Manufacturing Co.	7134(2)	H. J. Sports Glove of America	8105(2)	Rawlings Golf	210-217(6)
Browning	321-322(7)	Hornung's Pro Golf		Reliable of Milwaukee	227(6)
Buccaneer Manufacturing Co.	144-145(5)	Sales, Inc.	156-157, 175-176(5)	"Billie" Ross of The	
Burlington "All Sport" Socks	8129(2)	Mac Hunter Co.	158-159(5)	Palm Beaches	114-115(5)
Burton Manufacturing Co.	185-188(5)	Hush Puppies Athleisure/Div.		Royal Golf Equipment	
Callaway Gardens	169(5)	of Wolverine World Wide Inc.	7129(2)	(Uniroyal, Inc.)	346-349, 362-365(7)
Calree Co.	7151(1)	Illii Sweaters	200-205(6)	Royal Stuart	8105(2)
Jack Carnahan, Inc.	200-206(6)	AMF Ben Hogan Co.	146-149, 162-165(5)	Ernie Sabayrac, Inc.	Hemisphere Lounge(7)
Chico's Tomahawk, Inc.	7149(1)	Imperial Caps, Inc.	7143(1)	Sahara Slacks	319-320(7)
Charles F. Clark Co./Div. of FNT		Imperial-Farwest Golf Co.	7106(3)	Scarborough Group, Inc.	8111(2)
Industries, Inc.	7103(3)	International Golf Promotions, Inc.	8120(2)	Scepter Distributors/	
Club-Kit, Inc./Subsidiary of		Izod Ltd.	Hemisphere Lounge(7)	Graphite Sales Co.	8117(2)
Kristal Kraft, Inc.	338(7)	Jacca Shirts	200-205(6)	Scott Manufacturing Co.	7187(3)
Coberknit Corp.	Hemisphere Lounge(7)	Lynn James	State(7)	Shakespeare Golf Div.	160-161(5)
Cobra Golf, Inc.	7153(1)	Jayfro Corp.	7141(1)	Shamrock Golf Co.	7168(1)
Concept Development		Johns-Manville Sales Corp.		R. J. Shepherd Co.	
Associates, Inc.	7126(2)	(Club Car)	367-369(7)	(Munsingwear)	232-235(6)
Confidence Golf Co.	139-140(5)	Johnston & Murphy		Shotgun Putter	7101(3)
George Cook Ltd.	Stage(7)	Golf Shoes	200-205(6)	Mort Silver Associates, Inc./	
Ray Cook Golf Putters, Inc.	7174(1)	Frank Johnston Golf Co.	7123(2)	Silver Fox Sportsman	7145(1)
Country Pro	7166(1)	Oscar Johnson Custom Crest/		Sit-N-Rest Golf/	
Creative Awards by Lane	236(6)	Power Track/Mac Hunter	153-159(5)	Atlantic Products	223A-225(6)
Otey Crisman Putter Co.	7176(1)	J. S. I.	Stage(7)	Slazengers Inc.	7180(3)
Crown Golf, Inc.	123-124(5)	Kamata-Ri American Corp.	7112(3)	David Smith Co.	7128(2)
Crystal Professional		Karsten Manufacturing Corp.	378-379(7)	Softouch Co.	7110(3)
Sports	Hemisphere Lounge(7)	Keller Golf Clubs, Inc.	329(7)	Solana, Inc.	8122(2)
Izod J. G./Crystal		The Kimberton Co.	308-311(7)	Sounder Sports	7184(3)
Sunflowers	Hemisphere Lounge(7)	King's Custom-Made Golf		E. J. Smith & Sons Co.	
Custom Crest/Power Track		Clubs, Inc.	8128(2)	(Munsingwear)	232-235(6)
Golf Co.	158-159(5)	Billie Jean King	Hemisphere Lounge(7)	Softees	200-205(6)
Datono Products Div.		Lanvin	Stage(7)	Southern Umbrella Co.	8114(2)
/Dayton Stencil Co.	116-117(5)	Annie Laurie Originals, Inc.	218(6)	Sox Mate of California	8104(2)
Davis 500, Inc.	7132(2)	The Lee Co.	167-168, 181-182(5)	Spalding, Div. of Questor	350-361(7)
Derby Cap Manufacturing Co.	177-178(5)	Lefcourt Imports, Inc.	7167(1)	Square Two Golf Corp.	118(5)
Dexter Shoe Co.	125-126(5)	Leon Levin	100-102(6)	Stag Golf Products	7182(3)
Difini Originals, Inc./Difini		Lilly Pulitzer, Inc.	7159-7160(1)	Taylor Specialties, Inc.	8122(2)
Knitwear Ltd.	325-328, 339-342(7)	Lincoln-Mercury Div/Ford Motor		Tentation, Ltd. (Marcia David	
Display Creations	200-205(6)	Co. Car Lease & Fleet Information		and Michael Bennett)	7183(3)
Dorson Gloves	Stage(7)	Headquarters	8128(2)	Tex-Ace Corp. (see Rawlings	
Dunlop Sports Co.	330-337(7)	Loomtogs Sports	7157(1)	Golf)	210-217(6)
Easajo Putter Co.	7181(3)	Louisville Golf Club Co.	8102(2)	Stan Thompson Golf Club Co.	8116(2)
Eastern Golf Co.	105-106(5)	Love Fore Co.	8104(2)	Bob Sterling Golf Co., Ltd.	8110(2)
Charles A. Eaton/Etonic	Yosemite Room(5)	Lynx Precision Golf Co.	131-132(5)	Stock Industries, Inc.	7122(2)
Eaton Corp. (Golf Pride)	366(7)	MacGregor/Div. of		Tacki Mac Grips, Inc.	8126(2)
Ebra Products	8101(2)	Brunswick Corp.	Redwoods Room(5)	Thompson	Stage(7)
Edmont-Wilson	170(5)	Ralph Maltby Enterprises, Inc.	8125(2)	Bob Toski Corp.	7156(1)
Electronic Sports Products, Inc.	7125(2)	Manhattan Golf Shirts	8129(2)	Touch Corp.	7117(2)
ESB Brands, Inc.	237-239(6)	Edward J. Manley Co.	127-130(5)	Town Talk Inc.	7165(1)
Esquire	200-205(6)	Marcia David	7183(3)	Tretorn, Inc.	8121(2)
Exim Sales Corp.	8130(2)	Master Grip, Inc.	7108(3)	Triumph Golf Co.	8109(2)
E-Z-Go Car/Textron, Inc.	300-307(7)	Match Play of Pinehurst/Adventures		True Distance Inc.	8111(2)
Foot-Joy, Inc.	Hemisphere Lounge(7)	in Golf, Inc.	7147-7148(1)	True Temper Corp.	174(5)
E. R. Fredericks Co.	8129(2)	Matzie Golf Co., Inc.	7186(3)	Tuit Sales Co.	7175(1)
Frog Tog	7120(2)	Maurice Originals	Stage(7)	Union/USA	140(5)
Gan-Ed, Inc.	7136-7137(2)	Hugh J. McLaughlin & Son, Inc.	7105(3)	Unique Golf Products, Inc.	8118(2)
Gean-Edwards, Inc.	7185(3)	Melex USA, Inc.	138-139(5)	United States Golf Association	7154(1)
General Battery Corp.	7142(1)	Michael Bennett	7183(3)	Up-Shot Putter Co.	8113(2)
Golden International, Inc.	7171(1)	Miller Golf Co.	136-137, 155(5)	U.S. Precision, Inc.	7116(2)
		3M Co.	226(6)	Vagabond International	7170(1)
		Motor Appliance Corp.	7140(1)	Valley Forge Glove Co.	7111(3)
		Munsingwear, Inc.	232-235(6)	Van-L, Ltd.	7127(2)
		National Golf Foundation	7164(1)	Vested Gentry, Inc./The	
		N.G.C. Marketing Corp.	7111(3)	Vested Gentress	8119(2)
		Jim Noonan Co.	7125(2)	Charles Weber Printing	7119(2)
		Northwestern Golf Co.	219-222(6)	Tom Weiskopf	200-205(6)
		Ofer Custom Golf Clubs	7181(3)	Wilson Sporting Goods Co.	
		Old Golf Shop, Inc.	7114(3)	Walter Hagen Golf Co.	
		Oleg Cassini for Osaga	8108(2)	Great Smokies & Everglades Rooms(5)	
		Omega (see Rawlings Golf)	210-217(6)	Windless, Inc.	7128(2)
		Original Fur Co., Ltd.	7179(3)	Win Mark, Inc.	7155(1)
		Owen Originals	Stage(7)	Wittek Golf Supply Co.	206-209(6)
		Par Ace Co.	7115(3)	Wood-Arts Golf Equipment, Inc.	7178(3)
		Pargo, Inc.	376-377(7)	Yamaha Motor Corp., USA	7135(2)
		Parker Glove (see Rawlings Golf)	210-217(6)	Zirtech Div./Kawecki Berylco	
		Par-Mate	316(7)	Industries, Inc.	8115(2)