



Fashion Notes

It was obvious from the show that golfwear is moving into a place of importance not only at the PGA exhibition but back home in the pro shops. Buying was heavy, as more and more active sportswear manufacturers were offering golfwear lines to be sold exclusively to the pros.

Manufacturers are no longer concerning themselves with the total, coordinated look, but are concentrating their efforts on producing ready-to-wear and accessories that are not only functional, but fashionable. New among this year's merchandise are wrap skirts with matching short shorts underneath and wrinkle resistant Treviera polyester stretch

slacks designed with a diagonal weave. A new golf glove is now on the market made of Lycra spandex (the classic underwear fabric), which doubles as an exercise glove. Lightweight, water resistant golf hats are being featured made of Astrolon, the cloth used for the astronauts' uniforms. Also available are extremely flexible all-weather golf shoes with vinyl uppers.

Hopefully, manufacturers at next year's show will display their soft goods merchandise more attractively and give the pro more instructional guidance to help him choose clothes that would be appropriate for his particular club and his members' needs.

—Jean Conlon

Exhibitor Notes

Exhibiting members of the Golf Manufacturers and Distributors Assn. met to discuss the fate of the Professional Golfers' Assn. West Coast Merchandise Show. Members present unanimously decided that they would not exhibit at the Western show, but would concentrate their attention on further strengthening the Florida show. They felt that last year's "poor attendance" at the show in Los Angeles revealed a lack of pro interest.

However, the PGA has not altered its plans for this year's

Western show, tentatively slated for September 27 through 29 in Oakland, Calif., according to a PGA spokesman. It still is early in the year, he said, and many manufacturers and distributors may change their minds when show time approaches.

At the same meeting, members of the Golf Manufacturers and Distributors Assn. elected a slate of officers. John P. Murray Jr. of Atlantic Products will serve another term as president. Bill Kaiser of Hillerich & Bradsby and Jack Lust

of DiFinì Originals, formerly on the advisory board, will be first and second vice presidents, respectively.

There apparently were no complaints about attendance at this year's Florida show. Some 4,600 people were under the "Big Top" at some time during the four days—an estimated 50 per cent increase over last year's total, according to a PGA spokesman. And it took 291 booths—33 more than last year—to display 1970's equipment and apparel.

—Vincent J. Pastena