



### Show Notes

This year's Professional Golfers' Assn. Merchandise Show at Palm Beach Gardens, Fla., had a look of affluence and professionalism that clearly proclaimed: "The golf industry has come of age." If anyone had been looking for signs of an economic slump, he would not have found them along the crowded aisles, lined with handsome displays.

The decor of the exhibit booths was as modern as the equipment and apparel on display. And in at least two cases, there was a touch of the futuristic. Show-goers were delighted by "Maynard," the electronic golf caddie that carries one golf bag and follows eight to 10 feet behind its "master." Meanwhile, Ernie Sabayrac, Inc., indulged in some prestidigitation by putting together some new modular display units, stocking them well with merchandise, adding decorative fixtures and appointments—and *voilà*—instant pro shop right on the floor of the show. This display demonstrated Sabayrac's new pre-fabricated system that can put an entirely new "face" on a pro shop in a matter of hours. Both product ideas have the aura of tomorrow, but are available today.

Exhibitors also were looking toward the future during the annual meeting of the Golf Manufacturers and Distributors Assn. The major topic of discussion was the practice of allowing the general public to attend the show on opening day. There was considerable criticism of this PGA policy. Many exhibitors felt it disrupted the main purpose of the show—dealing with the golf professionals.

This discussion led to a call for greater exhibitor participation in policy making for the show. The GMDA members voted in favor of a proposal to negotiate with the PGA on the formal setup of a committee made up of representatives of the PGA and GMDA. Each organization would have equal voting power. Such a committee would be responsible for handling any problems regarding the show.

Elected officers of GMDA were:

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The bright, yellow-handled RAKE-Ezee Rake flags attention, reminds golfers to rake trap. Stands erect on blunt metal point.



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Robert D. Rickey, MacGregor Company, president; Joe Wolfe, Wilson Sporting Goods Company, 1st vice president; Ernie Sabayrac, Ernie Sabayrac, Inc., 2nd vice president; and Robert P. Hornung, Hornung's Pro Golf Sales, Inc., secretary-treasurer.

—Vincent J. Pastena

## Fashion Notes

The selling of golfwear had an aura of sophistication at this year's Professional Golfers' Assn. Merchandise Show. Many of the manufacturers obviously gave a generous amount of thought and time to the preparation of their booths to display merchandise to its best advantage. And, the soft goods selected to be shown appeared to be the top of each line in both attractiveness and style.

Highlighting the show: **DAVID SMITH** introduced Fortrel and cotton knickers with a golf motif, designed by Eric Jacobson . . . **ETON-IC** favored pant suits for après golf in Dacron polyester doubleknit: one with a shirt top, another with sleeveless vest and stripe tie shirt . . . **G.T., INC.**, proved golfwear can be elegant with a selection of patchwork jeans in cotton velveteen, embroidered cotton or gingham . . . **HADLEY**, true to its reputation, showed tasteful classic styles, adding new dimensions to the pro shop line with polyester denims done in slacks, vests, culottes and golf dresses . . . **H.D. LEE** helps the professional sell LEE slacks with a question-and-answer selling guide on care, wear and fit of doubleknits . . . **HILL STAR** under the **LYLE & SCOTT** label showed a cashmere sweater with a new bell sleeve in bright spring colors . . . **INTERNATIONAL GOLF ACCESSORIES** wants the golfer to go wild in their floral print and bold striping shirts . . . **JOHNSTON & MURPHY** introduced the **LADY MEDALIST** golf shoe of Aztran and leather available in four color combinations . . . **LILLY PULITZER** showed at the PGA for the first time this year with the latest in doubleknit slacks, floral prints . . . **QUANTUM** was busy moving short shorts with wrap around zipper front cover-up skirts . . . **TEXACE** offered a variety of caps, visors and hats for both men and women golfers . . . tying the show all together was an exciting slide presentation by **GOLFDOM** and **GOLF** Magazines previewing golf fashions for the 70s.

—Jean Conlon