

Famous For Championship Performance



Master Matched
Power-Bilt
Golf Clubs

Exclusively at your Pro Shop

HILLERICH & BRADSBY CO.
P. O. Box 506, Louisville, Kentucky 40201
Makers of Famous **HOB** Athletic Products
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Light Weight - One Hand
RAKE-Ezee SAND TRAP RAKE

Short handle, light weight. Golfer can rake trap while holding club in other hand.



**HIGH DENSITY
PLASTIC WEATHER-PROOFED**

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



Sturdy, attractive, won't rust, yet low in cost. Rake-Ezee stands erect on point, reminds golfer to rake trap. Fully guaranteed with tough plastic head. See your distributor, or write:

MFD. BY
**NORTH CENTRAL
Plastics** ELLENDALE, MINN.

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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