

side pockets: 100 per cent polyurethane face with nylon back wet suit jackets and pants. Ladies' golfwear includes Dacron and polyester *Bits & Pieces* active jackets and shorts or skirts.

**Jaymar-Ruby, Inc.**, features a complete line of golf and dress slacks from *Cary Middlecoff* and *Sansabelt* lines.

**Johnston & Murphy Shoe Company** features golf shoes for men and women and after hours street shoes, including the new *Medalist* in two patterns, retailing at \$32.95. *Lady Medalist* and after hours casuals.

**Kamata-Ri American Corp.** features a line of Velcro closure leather golf gloves.

**Kasco Corp.** will show golf gloves.

**Kasuals, Inc.**, offers a complete line of men's full fashion slacks, belts and shirts.

**Kimberton Company** features custom designed men's and ladies' sportswear.

**Knits International** offers a line of Austrian made Merino sweaters, *Wagner* doubleknits from the Black Forest, Italian active sportswear blazers and shirts.

**Lace and Liberty** features women's golf skirts, bermudas, dresses.

**La Coste**, by David Crystal, features a line of doubleknit tennis, golf and street wear, including a perennial favorite, the placket neck, short sleeved shirt in knit.

**Annie Laurie Originals** features a complete line of ladies' hats, belts and handbags and jewelry boxes.

**H. D. Lee Company** features the *Pro-Line* knit collection of sweaters, shirts, slacks, jeans and shorts. Slacks have continental styling with gently flared leg, waistband of stretch elastic self-sizing Ban-Rol for extra comfort. Available in either 100 per cent texturized Dacron polyester doubleknit or blends of Dacron polyester and orlon acrylic for crisp, fresh look. Sweaters of orlon acrylic knitted in turtlenecks, V-neck and cardigan styles.

**Lefcourt Imports, Inc.**, offers a line  
*continued on page 42*

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# PGA

from page 41

of straw hats, shawls, capes and belts.

**Leon Levin**, represented by **Donald M. Temple**. Features a ladies' line of coordinated sportswear, including skirts of 100 per cent texturized polyester and 50/50 blends of polyester and cotton.

**E. J. Manley Company** offers double-knit and coordinated knit shirts under the name of *EJM Men's Casual Sportswear*. Manley represents **Quantum**, **Texace**, **Westwind**, **Pringle**, **Gold Crest**, **Ajac** gloves, **Ster'l Dri** hose and **Dexter** shoes.

**Mayflower-Medalist, Ltd.**, showing the *Dorset* line of golf clubs with investment cast irons and putters. Also showing jumbo size Cannon towels in four separate colors. Mayflower distributes **Edmont-Wilson** and *English Tournament* golf gloves,

*SunSport* headwear, *Jockey* sportswear, and *Ring-It* retrievers, and *Ball shags*.

**Monsoon Company** offers highly coordinated golf, all weather garments, multi-colored golf jackets with seamless shoulders, windproof, waterproof and action styled. Matching coordinated pants.

**Munsingwear, Inc.**, features its new *Model 2860* golf shirt of 100 per cent mercerized Supima cotton with full four button placket front. New line of men's cardigan sweaters of polyester and links knit. Complete new line of slacks with bolder print patterns.

**Arnold Palmer Sportswear, Sports Editions, Inc.**, exhibits *The Arnold Palmer Active Sportswear* for men and women.

**Needlecraft of Woonsocket, Inc.**, features a complete line of men's and ladies' rainwear including the *Turfer* nylon jacket.

**Par Ace Glove Company** offers a line of golf gloves, men's slacks, and headcovers.

**Parker Glove**, Division of Mohawk Recreation Products, will show a line of golf gloves with Velcro closure design for finest fit.

**Par-Mate** features a vast golf glove line: men's, men's cadets, ladies', ladies' cadets, rights, youths, extra short or extra long and extra extra-large. Over 25 styles to choose from, including hard-to-get suedes.

**H. Paterson Sports, Ltd.**, offers a full line of golf clothes.

**Paxton Sportswear**, represented by **Donald M. Temple**. Men's doubleknit slacks and sportscoats.

**Fred Perry Sportswear, Ltd.**, offers a full line of golf apparel.

**PGA-Victor Ryder Cup Fashions**. Offers a complete line of men's and ladies' golfwear, including slacks with belt loops or extension waistband,

*continued*

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# Highlighting the PGA Annual Meeting

A new home for the PGA, the image of the club professional and job status topped the list of concerns at the 57th congress

by VINCENT J. PASTENA

DALLAS—Delegates to the Professional Golfers' Assn. 57th Annual Meeting were hungry for any word on the association's future home. Nothing definite could be said at the time of the meeting, held November 12 to 16 at the Sheraton-Dallas Hotel, although Mark Cox, newly-appointed PGA executive director, noted that about four offers were presently under serious consideration. These offers included sites in Florida, Arizona and Texas. He asked all PGA members to exercise patience during the negotiation period, noting that rushing into a commitment on a matter of such importance to the future of the association could bring disastrous results.

The Long Range Planning Committee has laid out very specific minimum requirements for future PGA golf facilities. These include:

- 1) Two 18-hole championship golf courses built to PGA specifications, with room for additional courses as required (guideline is an additional 18-hole course every five years);
- 2) A clubhouse of sufficient size to handle the normal number of PGA members and their families who are expected to play the courses in January and February; a dining room with a minimum breakfast and lunch capacity of 400, locker room facilities for a minimum of 300 men and 150 women; room for classes or educational seminars attended by 200 to 300 people;
- 3) Ten acres on which the PGA could build offices (and Hall of Fame or museum, if desired);
- 4) Either a permanent structure with 100,000 square feet under cover for merchandise shows or a paved area of equal size on which the tents could be erected.

Negotiations for such facilities would follow guidelines that are pointedly designed to avoid any experiences

similar to those at the former Palm Beach Gardens site. For instance, any negotiations with the developer will seek the right to purchase courses and other facilities at some subsequent date and an option to purchase property on which one or more courses could be constructed. In addition, the association would want exclusive control over the golf facilities during January and February each year to give PGA members and their guests preferred starting times.

Cox noted that the association would not enter into any short term lease arrangements. One of the negotiation points would be a minimum 25-year agreement with an option to renew or purchase the property.

Because most of the debate was carried on in informal sessions, the delegates dispatched the formal sessions, adopting or defeating the various proposed resolutions, with great efficiency.

A major resolution adopted by the delegation called for a revision of the present membership classification system. The purpose behind the revision was to create a more logical and workable system around three main categories of professional status: active, inactive and retired.

Under the resolution, driving range operators were added as a separate category under Class A, defined as follows: "Members of the Association who operate and supervise a recognized driving range (transfer classification only)."

Golf directors, as a separate category, also were added under Class A as "members of the association who are or have been in Class A and who assume the duties of directing the total golf operation (which is defined as the golf shop, golf course maintenance, driving range and golf car operation if in use at that club or course and super-

vision of the golf professional) at one or more recognized golf clubs or courses . . . (transfer classification only)."

The entire resolution is lengthy, involving several changes. It is suggested that PGA professionals get a thorough briefing on its contents from their delegates to the meeting.

Delegates also adopted a resolution designed to toughen requirements on playing proficiency for membership applicants. The resolution more clearly defines a "creditable game of golf." Under its provisions, applicants must display their skill by making no more than the score indicated below for 36 holes on a course rated as shown:

Score	Course rating
151	68.0
152	68.5
153	69.0
154	69.5
155	70.0
156	70.5
157	71.0
158	71.5
159	72.0
160	72.5
161	73.0

In another move, delegates voted to reduce the possible tenure of the national president, secretary and treasurer from three consecutive one-year terms to two consecutive one-year terms. The new ruling will not effect the current officers, all of whom were re-elected for a second term at the meeting—President William Clarke, Secretary Henry Poe and Treasurer Donald Padgett. This group of officers will be the last eligible for a third consecutive term.

At the new business session, job status and public relations headed the list of major topics of concern. The concensus was that the association had

*continued on page 42L*



# PATRICK D. WILLIAMS

## THE PROFESSIONAL APPROACH

### “BRING” YOUR CLIENTELE TO THE SHOW

For those golf professionals attending the PGA Merchandise Show this month, the above is especially important. The show is one of the greatest events in the industry and provides the golf professional an unparalleled opportunity to “cover the marketplace.” But even the experienced professional knows how easily overwhelmed he can become by the panorama and dazzle of the merchandise displays. Resisting the impulse to buy everything in sight is not impossible, if the professional restricts his buying to those items with the greatest appeal to his members. By viewing each exhibit with only his clientele in mind, the professional can avoid overbuying and buying inappropriate merchandise.

All too often when buying at the show the professional clouds his mind with many extraneous thoughts. Reflect for a few minutes about past buying situations. Try to remember what was primary in your mind when you were buying. Were you thinking about how much money you were going to spend? Did you think about what merchandise you personally liked best? Did you think only about what items sold well last year? Were your final choices determined solely by the salesman? Or were you thinking about the members for whom you were buying?

Your one advantage over other retailers is that you can pinpoint your buying needs. Don't preclude that edge by buying haphazardly.

Your buying plan can be as informal or as elaborate as you wish to make it. Even minimal records still will produce a more accurate buying system, as long as there is some kind of plan that mir-

rors realistically your clientele's buying habits. The more detailed the buying scheme is, of course, the closer you will come to pinpointing your needs.

As part of your equipment buying plan, check before you get to the show those members who are likely to buy new sets of clubs. You can do this by simply going through your storage room and looking at the sets stored there. At the same time, figure out who might be buying new golf bags next season and order accordingly.

If you are associated with a public course, your buying problems are greater than those at a private club. You have a more variable market. You must keep reliable inventory records that show you what items sold and what didn't.

The same diligent approach should be applied to the buying of soft goods, shoes and other items. Again, records are necessary to align your buying with your customers' needs. Common sense dictates that you don't stock \$50 slacks and \$17 knit shirts at a public fee course that charges \$1.50 for green fees. Nor do you buy in small sizes for a membership whose average age is 50 years. You do not buy “mod” clothes for conservative clients; nor do you buy conservative apparel for customers who normally buy “high fashion” or designer clothes.

Another buying method that will help you focus on your clientele is simply to ask some of your good customers what they would like to see in the shop. They may give you some insight into what items you should buy for “futures.” Ask whether they intend to buy a new set of clubs this year. There is no harm in that, and the affirmative responses previous to buying at the show will help minimize overbuying. This same practice also will prove fruitful in apparel.

Another buying question that needs

attention is, Why do so many golf shops sell the same merchandise? It's hard to change equipment items; that's obvious. But why does everything else have to be so homogeneous? Are you giving your customers unique items or are you offering the same items they can buy at 10 other stores? If you carry the same name brand line of knit shirts that several downtown stores carry, why should anyone buy shirts from you? Out of loyalty? Nobody thinks that way any more. People buy because of price, quality and service. If your members' wives bypass your shop, where do you think most of their husbands' golf clothes come from? Downtown, of course.

So, think about giving your members something different. One professional advises imprinting the club logo on everything he sells. You may not want to go to that extreme degree. The point he makes is that by adding the emblem on a shirt or blouse that item becomes unique. You might experiment by using only a few items to start with.

If you don't buy the idea at all, then think about diversifying from the usual range of apparel sold in pro shops. Try some new lines. Try some untried areas of merchandising. Give members something they cannot get somewhere else. If in the past you have stocked only knit shirts and golf slacks, try stocking sports coats, ties, street shoes. Women's apparel offers unlimited diversification.

People want and demand change. If they were content with the same things year in and out, you wouldn't have to worry about buying, because you could simply say, “Send me what I bought last year.”

Give your members something different; give them what they want. Ask yourself the basic question, “For whom do I buy?” □

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*Ben Hogan*

For more information circle number 148 on card

# PRO SHOP PROBLEM SOLVER

ANSWERS BY THE EXPERTS  
TO YOUR QUESTIONS

**Q**—Can you recommend any good sources of help for the pro shop? Getting a staff at all is a problem nowadays. Getting assistants who will stay in the shop four years (they all want to play golf) and do the little undesirable jobs, such as cleaning clubs, rewhipping heads, etc., is almost impossible.

**A**—If word of mouth does not get you the personnel you want, then you should advertise. Anyone who feels that a young assistant wants to sit in the shop all day is kidding himself. You need sales people hired only for that purpose. The most stable and dependable person would be a woman.

If you're looking for someone to perform clean up chores, hire specifically for that purpose someone who doesn't have playing ambitions. When you have filled both positions, you will probably find that, even then, you will have a turnover in each position. This is the situation all over the country.

Ernie Saybayrac  
President

Ernie Sabayrac, Inc.

**Q**—A never-ending complaint at my club is that our golf cars rip the golf bags. I understand that all cars do that. Is there a solution?

**A**—You have not referred to the specific area or areas of the golf car that cause the ripping. Our firm believes that all golf bags should be placed vertically on the car, as on the Caroche. On some cars, the bags lie horizontally, so that every time a club is withdrawn, it rubs against and catches on the other clubs, causing scratches and scuffed grips. The bag

jumps and rubs against the steel braces as the car moves about the course. Another problem, perhaps, is that bags are much bigger and bulkier than they once were. Several car makers should, as we have done, take new measurements of the largest bags and make the necessary adjustments on their bag holders. All car manufacturers without doubt could upgrade their quality control by filing down rough or sharp edges around bumpers and bag holders. It wouldn't hurt, though, for golf course personnel to check for and file down any sharp edges they see when the cars are delivered.

Robert L. Balfour

Vice President—Marketing and Sales  
Club Car, Inc.

**Q**—What have been the results of hiring women to work in the pro shop as sales personnel and as buyers?

**A**—One of the most successful, smartest and most profitable moves made by many golf professionals in the last 10 years has been to hire women to work in the shop. It has been done in several ways.

Women, in some instances, were hired merely as an extra shop employee with specific duties to wait on female customers. As simple as this appears, and in fact, usually is, it generally has been very successful. As an extension of this original move, women were hired as shop personnel with the additional duties of assisting in the buying of women's apparel and, in some cases, of men's apparel. To amplify this second practice, pros have hired women as pro shop personnel who have had varying degrees of experience in

various types of sophisticated, chic, downtown ladies' apparel or department stores. The majority of these women have been put completely in charge of buying all apparel, or at the least, in charge of buying ladies' apparel. They have in many cases assisted in redesigning and redecorating the pro shop and have been used extensively for fashion and styling consultation. To repeat: In almost all cases, this type of operation has been very successful.

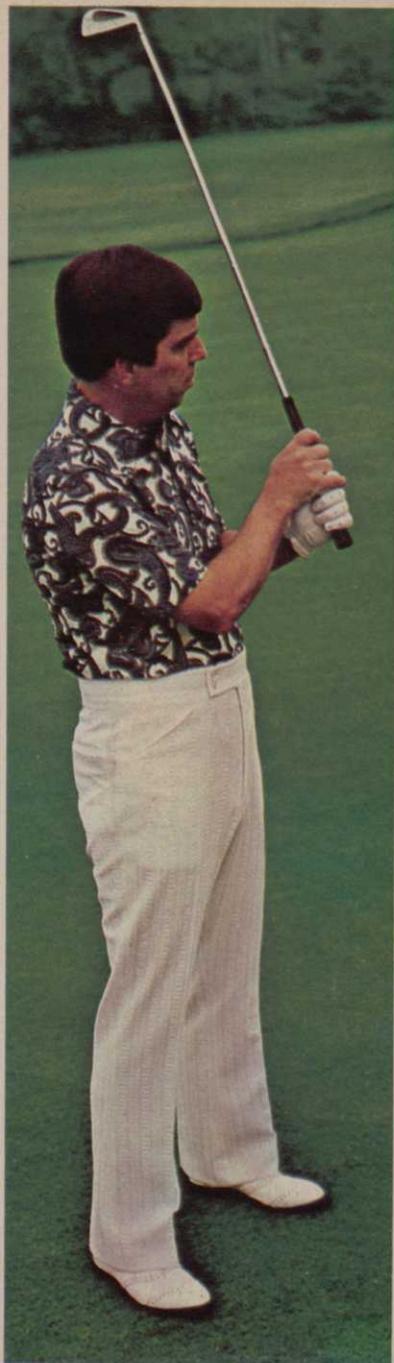
The women generally have displayed an outstanding talent and ability to select and stock items, especially suited to the individual club—more so, if the same woman has been on the job for a couple of seasons. The professional has benefited from faster-moving inventory and a consequent decrease in the amount of merchandise he has had to closeout and put on sale. The natural benefit has been an increase in profits for the professional.

W. G. Phillips  
Vice President  
Etonic Sales

Charles A. Eaton Company

We welcome questions, whether major or minor, on any aspect of your pro shop operations. Your questions will be forwarded to appropriate industry leaders and experts for response.

The difficulty with such a format is that it can work only if you support it. This you can do by sending in your questions to: Pro Shop Problem Solver, c/o GOLFDOM Magazine, 380 Madison Ave., New York, N. Y. 10017. Let us hear from you soon.



**Ed Manley,**  
President E. J. Manley Company

# The MANLEY approach

*...coordination for profit*

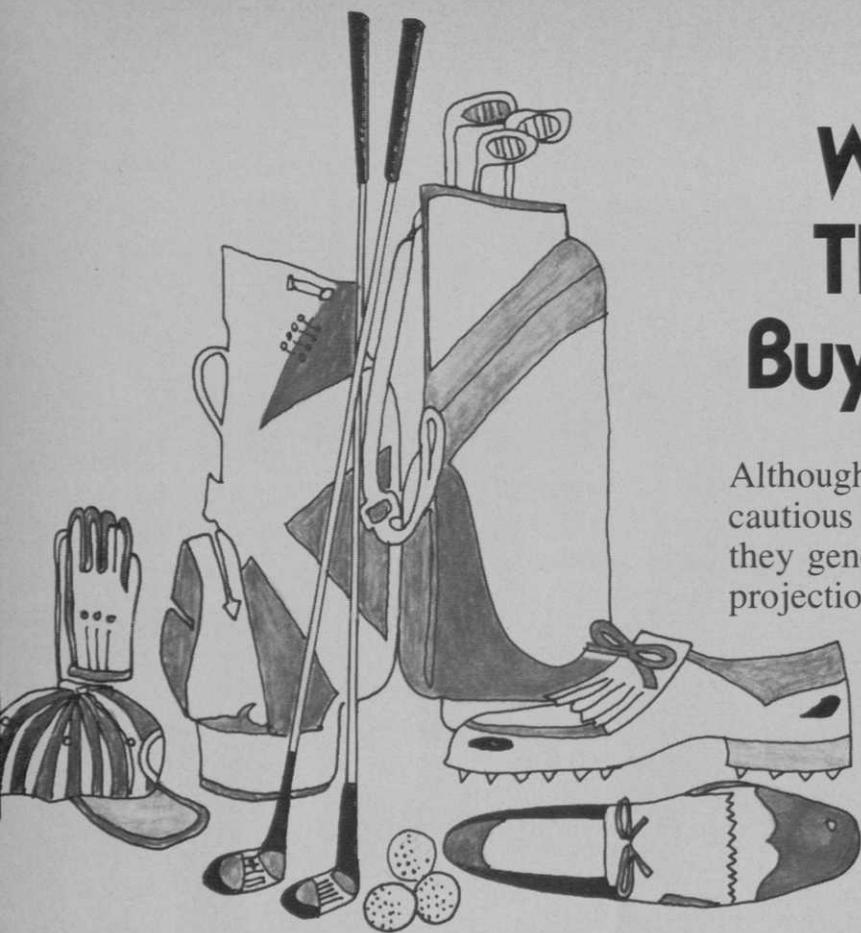


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**TOTAL COORDINATION**—EJM is the only line of casual sportswear totally coordinated from tops to bottoms. Each pair of slacks has a number of compatible shirts, sweaters, and leisure jackets designed to mix or match. Great golf and après golf ensembles in Warpknits, Doubleknits, Cotton Blends, Denims, Qiana®, and Nandel®. Once you open the door to these profitable EJM multiple sales, you will never be satisfied with item selling again.

**PRO SHOP EXPERTISE**—EJM styles, manufactures and markets their line principally to Golf Shops and selected finer men's stores. EJM allows for an across the board keystone mark-up on all its golf apparel. To outfit your pro shop with the game's fastest growing line of coordinated Golf Apparel, write Ed Manley today.

For more information circle number 137 on card



# What Are The Pros Buying For '74?

Although pros say they will be more cautious in their buying than last year, they generally are optimistic in their projections of 1974 sales. Investment cast clubs will dominate club sales and a return to traditional colors and styles in soft goods is predicted

## EAST

by STEPHEN W. BYERS

NEW YORK—Asking Eastern golf club professionals to prognosticate on their 1974 buying is like asking a man carrying a heavy load for a match—their hands are full with the problems posed by 1973's badly depleted selling market.

In spite of this year's insufferable golfing weather, which left a "trail of tears" up and down the Eastern seaboard, there were still some professionals who would speculate on what 1974 would bring. Among those talking—caution is the watchword. Most Eastern professionals have lost that sense of well being that comes from putting a banner year under their belts and that induces a liberal wholesale buying climate. The invariable rhetorical answer to questions on '74 predictions runs something like this:

"After this year, wouldn't anything short of a deluge be an improvement?"

"Yes."

"But could you be a bit more specific? What does your experience and instinct tell you you may expect in '74—soft and hard goods buying trends

*continued on page 42H*

## CENTRAL

by BILL NICHOLS

CLEVELAND—Professionals here began buying for the 1974 season in September, but they are purchasing more cautiously than they did for 1973.

"I'm going to be more conservative in my buying," says Duff Lawrence, professional at the exclusive Canterbury GC, site of the 1973 PGA National championship.

"The economy has a lot to do with it. Members pay their dues, food and beverage bills and caddies before they buy golf clothes. Clothes are the last thing on the agenda. And when they buy, they'll get one sports coat instead of two or maybe two pairs of slacks instead of four.

"And still others, who aren't quite as clothes conscious, will wear last year's slacks," he continues.

Lawrence added that hard goods, club, bag and shoe sales, "have held their own this year, but soft goods have not gone as well as before."

While Lawrence thinks of the economy, Bob Hamrich of Mayfield CC, another one of Cleveland's more exclusive clubs, said the rain in April and

*continued on page 42H*

## WEST

by DON CURLEE

SAN FRANCISCO—The buying intentions for next season by professionals in Northern California are as varied as the stocks and suppliers.

Only the two darlings of latter-day golf shop merchandising are being cited by professionals in shops large and small, rural and urban, public and private—investment cast clubs and balls with new covers and dimple patterns.

In clubs, many professionals are counting on the new boost from graphite shafts and are looking to new, usually smaller manufacturers that are supplying custom-made and individually-styled woods and irons.

Even so, one professional at a long-established private club in Oakland, believes his members are confused by all the changes in club manufacture, shafts and specialty design. He will order more traditional lines for next year.

He admits that the newer club styles are selling well in his shop, but so are the traditionals. "I'm just not on the investment cast bandwagon," he says.

*continued on page 42H*

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— not swing weight alone

**EAST** *from page 42F*

and the like?"

"Well," says the Eastern golf professional, "my experience tells me to expect a better selling season every season. My instinct and natural optimism tell me I should buy heavily to meet and capitalize on that expected demand. Now, so much for experience, optimism and instinct. Sales this year are teaching me to heed my newly-acquired sense of caution, so that when I look at my racks and shelves in August '74, I don't have to wonder how to make room for '75 merchandise amid all the leftover stuff."

Unfortunately, this sense of caution has led many professionals (not only in the East) to drastically reduce their buying in women's soft goods. When a professional gets stuck with holdover merchandise, women's golfwear consistently has made up the major part of what he must live with during the next season.

Asked why women's golf clothes are always the holdovers, one pro says, "Well it's not just because I always over buy or necessarily buy wrong. The women's market has always been erratic, and golf fashions do not change substantially from year to year to meet women's appetites for the latest thing. It could be that the only way to consistently make money in women's soft goods is to pack a line of general sportswear like she sees at the big stores downtown. That's what she will buy the most of each year; I might as well stock it."

Many Eastern pros are using this same philosophy in their buying of men's wear, reasoning that traditional golfwear is a year or two behind general sportswear style innovations. "My members more and more are wearing active sport clothes on the golf course. Some are even giving up golf shoes in favor of sneakers and boating shoes; so this year for the first time I'll try a more liberal assortment of active sports shirts and slacks. They're after clothes they wear for other occasions besides golf."

One professional said he made the rounds of the downtown department stores and decided to stock several of the new men's car coats with this year's wider lapels in Donnegal tweed and some of the new high-styled reversible trench coats and wool ties. "Many members have complained that I stock only traditional golf merchandise. One woman even said that if I'd stock some

*continued on page 42J*

**CENTRAL** *from page 42F*

May caused a drop of sales in his shop.

Reece Alexander, owner-professional of suburban Legend Lake CC, says that business has maintained a fairly steady pace.

The public courses are having a different problem. "Caps, hats and visors have sold pretty well," says John Peters, head man at Seneca, one of Cleveland's top public courses, "but golf club sales have dropped off drastically.

"The discount house, which advertises in the sports pages, are taking the business," he declares. "People also are buying pro-type golf balls there much cheaper.

"We get 1,500 or 1,600 players on weekends, but they're buying their equipment at the discount house.

"It's funny, but I know a man who went down to Puerto Rico and paid \$5 for a golf hat and then complained about paying \$2.50 up here for the same thing, but with a different decal.

"I think there is a trend now and I'll buy accordingly."

Reece Alexander, whose membership at Legend Lake is made up of high middle class, says that sales are cyclical. "It's always been like that for us," he points out. "We're just in our fourth year at our club and we enjoy moderate sales.

"Soft goods are holding their own. People are going to polyester and cotton blends more and more. Wool, of course, is out, but the doubleknits are doing well.

"We don't have a large female membership, so, of course, we don't stock heavily in their clothes," he adds.

"There aren't many people anymore who dress to kill. They wait all week for Saturday and when it arrives, all they think about is teeing up the ball, but because of this, our glove business is pretty good. Nothing spectacular, but good.

"However, I always believe if you get the traffic you'll get the business. I bought a little heavier this year and I'll probably buy about the same for next year, in soft goods anyway," he adds.

The bossman at Legend Lake had a good start this year in hard goods, but sales tailed off somewhat. "The way we began I thought it would be spectacular, especially in clubs, but it hasn't been that way," Alexander says.

*continued on page 42J*

**WEST** *from page 42F*

In soft goods he expects to stock more in men's wear and considerably less for the women. The women seem more inclined to buy their apparel at nearby stores, but the bigger his inventory of men's wear, the more he sells.

However, he expects the prices of imported items to go even higher and cited cashmere as an example. Except as a specialty item, cashmeres have almost priced themselves out of his market.

Another private club professional, who is bullish about soft goods, expects wools to make a strong comeback for fall, based mainly on the outstanding colors and patterns available.

He is so excited about the possibilities in apparel that he has hired a former clothing store employee to help customers with selections and fit and for buying. In spite of poor golfing weather, February was the biggest month of his professional career, and much of the lift came from clothing, so it is not surprising that he plans to expand his lines, even to ties to go with the sports coats, dress shirts and street shoes he has been selling.

At the public courses, enthusiasm for soft goods seems to be waning, but the excitement over clubs, balls and shoes (and to some extent, bags) is growing.

"We're getting away from soft goods," says one public course professional. "Most of us professionals really don't know much about soft goods. It's tough to compete with the clothing stores. We should stick to clubs, balls and accessories."

He expressed some skepticism about the graphite shaft, remembering the strong demand that once existed for aluminum shafts. "The next thing you knew, you couldn't give them away," he says. He'll buy cautiously in this area.

"Socks, shoes and windbreakers are our limit now," says another public course professional. We tried one of the top apparel lines once, but the competition with the shopping centers and downtown clothing and department stores was too much."

Because of heavy play by youngsters and learners at his course, he will stock a supply of starter sets for next year, low-priced clubs to help beginners on their ways.

He's looking for good movement among the top line clubs next year and

*continued on page 42L*

# Super Shafts for SUPER WOODS from Toney Penna

Toney Penna adds the most exciting shaft development in golf to SUPER WOODS. The Toney Penna line of custom-built clubs is now available with graphite shafts. These new woods are made for the golfer who seeks added distance, improved accuracy, and superior club craftsmanship.

Recent testing of graphite shafts by tour pros, engineers, and golf writers has displayed an average distance gain of more than 10 per cent. The graphite shaft is up to 60 per cent lighter than conventional steel shafts. This permits the use of more weight in the clubhead and still keeps overall weight under that of a steel-shafted club. Increased clubhead speed and greater kinetic energy at impact pay off in extra distance up to 30 yards.

Improved accuracy is an equally important result. Because of the unique characteristics of graphite, the club face at impact remains square to the intended flight path of the ball. This reduces lateral shot dispersion by as much as 40 per cent over steel-shafted clubs. Additional advantages of the graphite shaft include greater stiffness range, superior durability, higher absorption of impact shock, and fastest shaft recovery. Toney Penna has added the graphite shaft to SUPER WOODS and SUPER BLADE Irons to give every golfer these advantages.

The superior quality and performance of Toney Penna SUPER WOODS stem from exceptional craftsmanship and solid, proven design. Each SUPER WOOD is literally hand-made, balanced, and finished to the highest quality standards. Every wood is individually made to the golfer's exact specifications.

For more information circle number 189 on card

Clubheads are created from the finest persimmon or laminated woods. Inserts are of tough, lively Cylolac. All components are individually fitted and epoxy-locked for maximum durability and power. This virtually eliminates loosening or breakage and improves weather resistance. The shaft penetrates through the clubhead to the sole plate and is also epoxied.

The Master Screw Weight . . . a Penna-originated feature . . . permits precise swing-weighting of each SUPER WOOD. Volumetric Facing minimizes spin that causes hooking or slicing and concentrates power in a focalized area for improved accuracy and more consistent distance.

Toney Penna SUPER WOODS and SUPER BLADE Irons are available in a wide selection of models, shaft flexes, and swing weights for men and women. Woods are beautifully appointed in a variety of distinctive, durable finishes: Black, Mahogany Mist, Cloud, or Golden Mist. Each club is individually inspected for compatibility of head and shaft to assure Total Playability.

Toney Penna clubs and graphite shafts make a super combination. Add up the advantages and order through your golf professional. Write or call the Toney Penna Company for further information.

*Toney Penna*

Company

A Division of A-T-O Inc.

Dept. G174

Jupiter, Florida 33458

Telephone (305) 746-5147



**EAST** from page 42H

V-neck sleeveless sweater vests, she would guarantee to purchase four, provided I stocked a color variety. I guess I'll take a word from the wise.

"Everyone is stocking a generous supply of those heavy wool socks in solid green, blue, black and red, which they all ran out of early last winter. And there seems to be a buying surge in the new tan windbreakers such as those popular on college campuses in the early '60s with the plaid flannel linings. I still have mine and have always enjoyed the great freedom of movement

permitted by the full saddle shoulder and the knit at the wrist that I could hike up my forearm and out of the way for playing comfort."

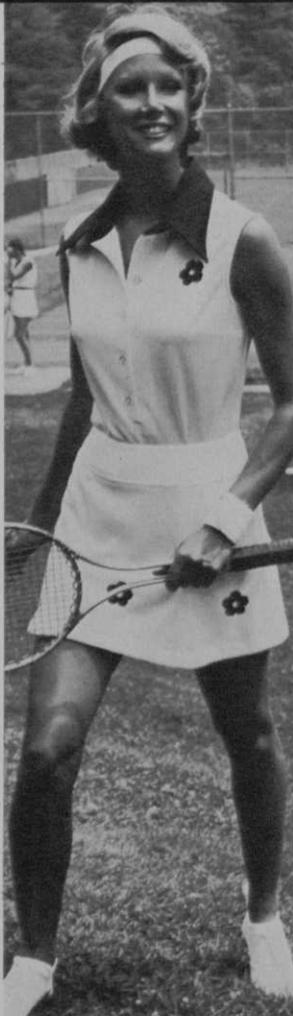
Disillusionment with the golf shoe business seems to be widespread among Eastern professionals. Shoes have always been hard to stock because of the wide size variation, and most of the high-end line golf shoes sold in pro shops are of the best quality and need replacing only every five years or so. Several pros told this reporter after some disheartening experiences with slow delivery and defective merchan-

dise, they were thinking seriously of bailing out of the shoe business altogether in '74.

Professionals uniformly praised the investment cast clubs and the balls with the Surlyn covers and new dimple configurations. Less enthusiasm was shown for the graphite shafts, but that is only because of the expense of stocking them, as they certainly are not volume sales items. Many pros have high hopes for the graphites once the price comes down. Bag sales were spotty in '73, and pros are going to be cautious in their '74 buying. One professional on Long Island put the problem this way: "I sold a bunch of low-line vinyl bags a few years ago. They were easily ripped in the golf cars and the straps were sure to break in a year or less. The word spread through my membership that the cheap bags were a bad deal and now I sell the expensive leather bags almost exclusively. The only problem is these high line bags are good for 15 years of hard use. So much for bags as a regular sales item."

It occurs to me that if Eastern golf professionals are not all cautious about the same items, 1974 will have to produce some winners. □

## This is David Smith FOR SUMMER '74



Whatever the game... the name that means the most when it comes to great action styling, great, good looks is David Smith. We've got it all for Summer '74. For women... for men... for golf... for tennis. Spectator and travel looks, too. DAVID SMITH, 1407 BROADWAY, NEW YORK, NEW YORK 10018

**SEE US | TENNIS INDUSTRY NATIONAL BUYING SHOW, JANUARY 6 THRU 8, 1974  
AT THE: | PGA MERCHANDISE SHOW, JANUARY 26 THRU 29, 1974**

For more information circle number 166 on card

**CENTRAL** from page 42H

"And when you think about it, you'll never find a great splurge in private clubs. In my club, at least, it's more steady than spectacular."

Mayfield's Bob Hamrich said that the past two seasons have been below the previous norm in sales and claims the spring rains dealt a powerful blow to business this year.

"It's been a bad year," says Hamrich. "I'll cut down on everything for next year. The rains in April and May washed us out."

About the discount house, Hamrich says, "The competition is great, but the pro shop is still 'available.'"

"I'm going to buy less clothing. Slacks and sweaters didn't move well this year, but golf balls, clubs and bags were okay."

"The light steel shafts sold fairly well," he adds.

What about the new graphite shafts. "Nothing much there yet," replies Hamrich.

Lawrence, who had a much different year than his fellow professionals because of the PGA championship, does not necessarily see a trend.

continued on page 42L

Here's a combination of great ideas in golf club design that gives you a selling edge in top-of-the-line clubs you haven't had in quite a while.

The new Power-Bilt Thoroughbred irons make the most of the investment casting process by combining toe-heel balance, reduced hosel weight, contour bevel sole design and the power-weighted flange. Weight is strategically cast into the iron itself. No inserts are required.

The result is an iron that offers extra control through an expanded sweet spot and improved balance. The clubhead gets through the shot more cleanly, more consistently. There's less turf resistance. Less chance to hit fat.

Thoroughbred woods are beautiful heirs to the Power-Bilt reputation for pro performance. A reputation that works for our own golf advisory staff and other pros as well. Laminated Thoroughbred woods feature the famous Power-Bilt brass backweight and a distinctive new face insert.

Power-Bilt® Thoroughbred™ golf clubs add new meaning to the Power-Bilt experience.

## The Thoroughbred. Out of Hillerich & Bradsby. By Power-Bilt.

For more information circle number 172 on card



The  
**PowerBilt**  
experience

HILLERICH & BRADSBY CO.  
Louisville, Kentucky

**CENTRAL** from page 42J

"The past two years have not been that great and I believe a lot of it has to do with the economy," he says. "Soft goods are down and hard goods are holding their own."

Business in the Cleveland area is down somewhat in 1973, which will affect professionals' buying for 1974. The professional will check and double check quantity, but maintain the buying of quality. □

**WEST** from page 42H

anticipates a brisk business in used clubs as usual. "I try to sell people on the idea that top line used clubs are a much better buy than new cheaper clubs sold downtown," he says.

"All the clubs will be good movers next year," says one professional at a public course, who also operates several other sales outlets.

"People are not necessarily sticking with the widely known brands," he says. We've had good sales of the lesser-known clubs; actually we have a shortage of clubs." His ball buying for next year will center on those with

Surlyn covers, solid construction and the new dimple patterns.

Another public course professional, who formerly carried a heavy inventory of close-outs, but has not done so for the past two years, says he has mixed emotions about club buying for 1974.

"I think the investment case popularity will continue, so that's where most of my buying will be."

In shoes, he is closing out the low-end lines below \$20 and moving to leather, even in the \$50 range. It may involve limiting his inventory to only one line, but he thinks quality shoes are what his players want.

And just the opposite has been observed by another public course professional. "We'll buy heavy in shoe lines that sell for under \$30; that's where the market is," he says. In clubs: "We'll have to go almost exclusively with investment cast clubs; they account for 75 to 80 per cent of our club sales now."

He is also looking to special make-ups, particularly in bags, for good sales volumes, "We can't operate on the 40 per cent markup anymore. We have to buy lower to sell lower." □

**ANNUAL MEETING** from page 42A

not done enough to inform the public of its achievements and good work or to build up the image of the club professional. Herb Graffis, founder of GOLF-DOM Magazine and presently its senior editor, stressed this point in his speech at the president's dinner.

In answering the objections of the delegation, Education Director Gary Wiren reported that during the coming year he will implement several projects aimed specifically at informing the public about the role of the club professional. Several delegates reported, too, that public relations efforts were planned on the sectional level.

In the other area of concern, job status, delegates from the Middle Atlantic Section recommended the creation of a new position, that of National Employment Director. All delegates favored this idea. As the section spokesman pointed out, a major problem in filling head professional positions is that, although equally qualified, the replacement rarely is compensated at the level of his predecessor. One accomplishment toward which the new director can work is the stabilization of compensation. He can strive also to bring the association to the middle ground between its present position as a "fraternal" organization and a labor union at the other extreme, the spokesman noted.

Awards this year went to Jack Nicklaus as Player of the Year, the second consecutive year Nicklaus has been thus honored. Warren F. Smith of Denver received honors as Golf Professional of the Year and George Aulbach of San Antonio received the Horton Smith Trophy for outstanding contributions in the field of golf professional education.

Six new vice presidents joined the executive committee: Al Chandler, Columbia, Mo.; Dick Forester, Houston; Harry A. Berrier, Gatlinburg, Tenn.; Lyle Wehrman, Sunol, Calif.; Hubby Habjan, Lake Forrest, Ill., and Lionel Hebert, representing the Tournament Players Div. □



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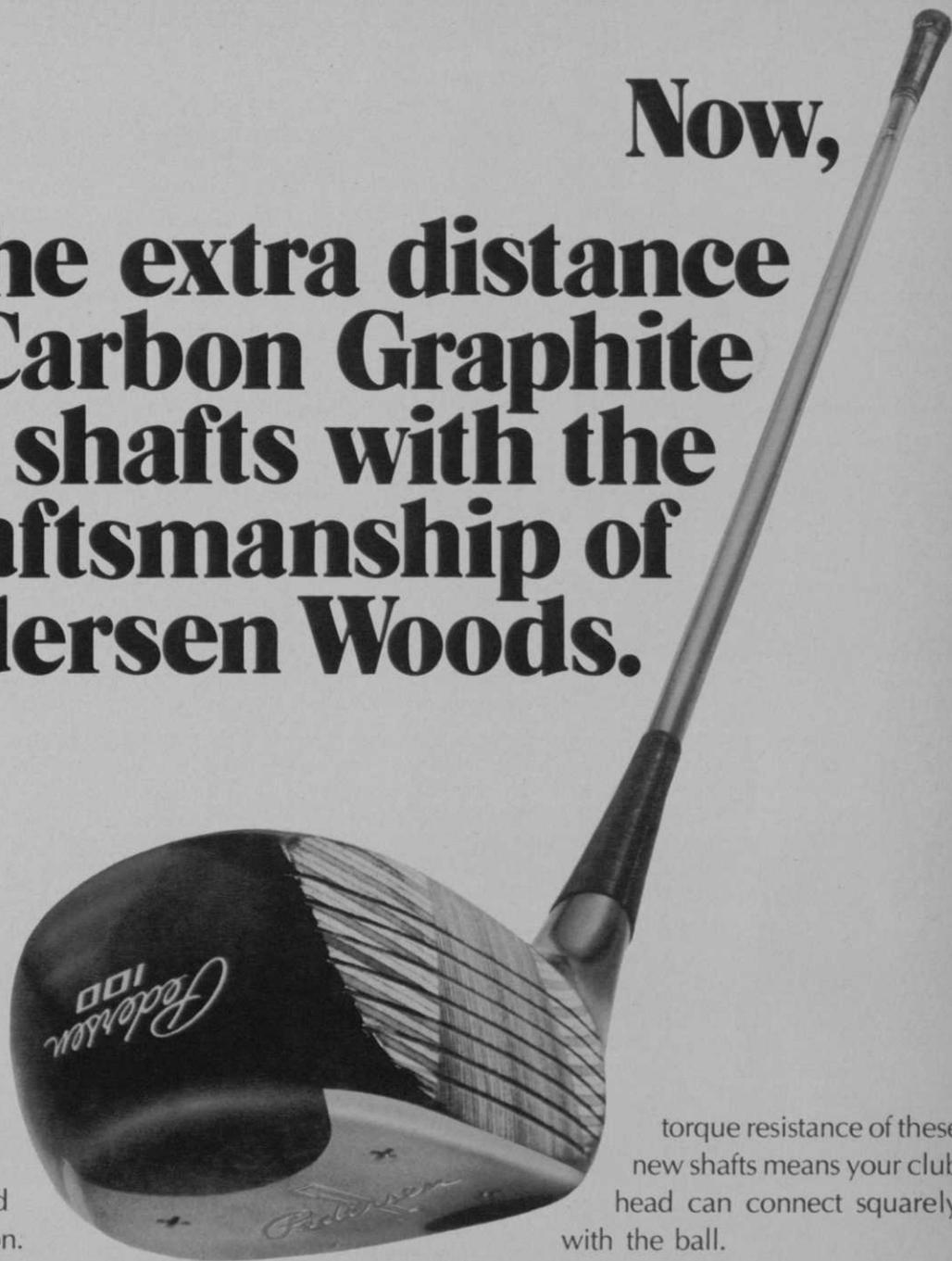
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For more information circle number 157 on card

**Mr. Professional,  
Has a problem been troubling  
you and your shop operation?  
Now you can get expert advice.  
Ask the PRO SHOP PROBLEM  
SOLVER. See page 42D.**

# Now, the extra distance of Carbon Graphite shafts with the craftsmanship of Pedersen Woods.



First, we perfected the art of custom club making; then we designed the patented offset 17-4 iron.

Now, we offer the hand-crafted 17-4 and Model 100 woods with the new Carbon-Graphite shaft—the hottest golf breakthrough in years.

These Carbon-Graphite shafts are lighter, stronger and more torque resistant than any previous design because they're constructed with hundreds of thousands of tough Carbon-Graphite filaments interwoven in a light, strong resin.

What does that mean for you? These lighter weight shafts concentrate more club weight in the head, and that can mean extra distance. The unusual

torque resistance of these new shafts means your club head can connect squarely with the ball.

In other words, you get the extra yardage and still maintain control.

These incredible shafts are available for immediate delivery on our beautifully hand finished 17-4 or Model 100 woods in your choice of a regular, stiff or extra-stiff flex through golf pro shops only.

Play Pedersen — it makes the difference.

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**Custom Fitted Golf Equipment**

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101 Powdered Metal Dr. North Haven, Conn. 06473

For more information circle number 214 on card



# CHUCK CUMMING

## THE PROFIT PRO SHOP

### CREDIT RATING MORE IMPORTANT THAN EVER

To those golf professionals who are old enough to remember, this year might be reminiscent of conditions during World War II. Shortages will continue of all products made with a petroleum base. This includes golf balls, golf bags, shoes, clubs, soft goods; in fact, most items in the shop.

When material shortages occur, prices rise. If a golf bag manufacturer, using vinyl of any weight, encounters a shortage, he can expect an increase in the price, which he will in turn pass on to his customers.

It would be my guess that most golf manufacturers have ample raw mate-

rials on hand or on order to supply the golf industry's demands through 1974. The big problem is how will gasoline rationing affect deliveries to the pro shop and how will the membership respond to the shortages.

All transportation companies have said that there will be delays. Let's assume that you have placed your order with your normal supplier. The order is shipped on the date you request. The trucking company picks up and holds your merchandise until it has a full load going into your area. This delay could be days, weeks, or in some cases, even months. If the trucking company has experienced a 25 per cent cut in fuel, it must take mea-

asures to ensure that every truck is jammed with merchandise before the trucks move out on the highways. After arriving in your city, you will be required to pick up your merchandise at the trucking terminal, rather than having it delivered to your pro shop.

Most manufacturers have told you to order early, which allows them to purchase the raw materials and manufacture their product as far in advance as possible. Ordering is important, because, if you wait too long, you may not get your merchandise or it won't be shipped complete or there will be late delivery because of transportation delays. You must keep your ordering or "open to buy" so flexible that you will be able to take advantage of special purchases that may be offered to you. One company, for example, may offer a shirt in good quantities and "at once" delivery. You must take advantage of these specials.

Probably, one of the most important problems of being a golf professional this year will be to maintain your credit rating with your suppliers. Small companies with little or no market leverage on their suppliers will have a difficult time purchasing goods. A golf professional with a low credit rating will be in the same position. How can you exert pressure or ask for favors from the credit manager if you don't keep your credit rating on a discount basis. Because of the high interest rate on borrowed money, the companies are only going to do business with the golf professional who pays and discounts his bills. A company's cash flow must remain constant with its sales, as yours must.

A golf professional must keep his inventory in condition and he must know what he has. This means a weekly or bi-weekly inventory of all merchandise. You then can operate on a small inventory and at the same time be getting a faster turnover. This could mean you would be doing more gross sales on less inventory, using less money, paying less interest on your money and receiving your inventory at a pre-selected time. Credit could be your key problem this year.

There is a growing belief among some economists that, barring a steep recession, supply problems and rising costs are not going to disappear in the near future.

Prepare your shop to be a successful one in 1974.

**Don't let just anyone shaft you  
... Be specific!**

Pro Dyn introduces an end to the "gaps"  
between conventional shaft ratings ...  
the FLEX FLOW SHAFT SYSTEM.

We will shaft your new Pro Dyn clubs  
with one of our 10 Dynamic shaft flexes ...  
the flex that's right for your swing.

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For more information circle number 138 on card

## Jantzen previews the '74 Open.

Introducing Jantzen Open active sportknits for '74. Color-coordinated in 100% DACRON® polyester with an emphasis on fashion, function and detail.

Jantzen Open. For golfers who take fashion seriously, and professionals who take pride in what they sell.

LADIES PLAY EAST  
COURSE TO-DAY

Jantzen  
open

# Jantzen

A source of pride

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Daye Marr and Tommy Jacobs photographed at Winged Foot Country Club, site of the '74 U.S. Open.

# If 95% of all major golf tournaments, and the PGA, selected us to make their official crests, maybe they know something you should.

Gold Crest is the world's first name in crested products. Handmade, 3-dimensional gold and/or silver bullion crests. New PermaStamp bag tags. Blazers and sweaters. Tournament awards, prizes, and great golf gifts.

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For more information circle number 185 on card



# PGA

continued

moderately-flared legs in every style, deep, easy-access pockets, style-conscious doubleknits, sufficient leg length for cuffs. Shirts, fully absorbent, permanent press, comfortable stand up collar that also looks great under a sports jacket, no shrinkage. Skirts in many colors, in wrap around style and button throughs.

**Pringle of Scotland** offers men's sweaters in cashmere with long sleeves, no pocket cardigan and pullover with v-neck.

**Pro-Shu Company, Inc.**, presents its shoe model with *Adjusto-Velcro* fastening and waterproof feature. Men's retail for \$27.50 and are offered in three tri-color combinations—black/gray/white, red/white/blue and brown/tan/white. Ladies' *Adjusto-Velcro* models come in solid white or red/white/blue.

**Lilly Pulitzer, Inc.**, offers a varied line of men's and ladies' sportswear featuring cotton lisle shirts and polyester and combed cotton slacks and skirts.

**Puritan Sportswear Corp.** offers the Gary Player insignia in the *Fliteway Drive* Dacron/polyester/combed cotton shirt. In sport sleeves with long-pointed collar, placket pullover. *Flite-trim* trimmed, short-sleeve, crew neck pullover. All are machine washable.

**Quantum** features ladies' golf, tennis and spectator sports leisure wear.

**Rainbow Sales Yamamoto & Company, Inc.**, showing a line of rain gear with comfortable air vent features, and a line of nylon jackets.

**Reliable of Milwaukee** offers *Glo Sox* headcovers with *Mighty Poms* (six inches in diameter), knit in frosted Creslan acrylic and nylon.

**"Billie" Ross of the Palm Beaches** features resort hats, bags and accessories to match.

**Ernie Sabayrac, Inc.**, represents **Stanley Blacker, Inc.**, sportcoats and blazers for men; **Brockton Footwear, Inc.**, **Foot-Joy** and **Ben Hogan** men's and ladies' golf and street shoes; **Coberknit Corp.** men's and ladies' golf and tennis jackets and rainwear; **Flip-it, Inc.**, men's and ladies' hats and caps; **Haymaker** women's sportswear; **Izod** men's sportwear; **La Coste** women's dresses; **Cezar**, **Parker of Vienna, Inc.**, **Parker**, and **St. Joseph** imported woolen sweaters, and **Varela Slacks Inc.**, hand-tailored sportcoats and slacks.

**Sahara Slacks**, offers custom care slacks in doubleknit called *Patchwork* and saddlecut in polyester, wool and doubleknit.

**Bill Scatchard** distributes apparel for **Fana Fashions, Ltd.**

**Scotch Bonnet, Inc.**, features hats for women.

**Mort Silver Associates, Inc.**, **The Silver Fox Sportsman**, features a line of men's and ladies' cardigans and men's sport shirts in Arnel and polyester with raglan sleeve.

**Ski Line Industries** makes a line of golf apparel.

**David Smith, Inc.**, offers a complete line of color-coordinated ladies' and now men's line of active sportswear, consisting of color-coordinated polyester and polyester/cotton shirts and slacks. Shirts feature four-button placket, five-button placket, or zipper placket and retail from \$14 to \$19. Slacks range from \$32 to \$38.

**E. J. Smith & Sons Company** represents **Munsingwear** and **Mr. Links** sportswear; **Cali-Frame** men's and ladies' hats and emblems, and the **Rochester Shoe Tree Company, Inc.**, line of golf rubbers, socks and shoe keepers.

**Softouch Company** offers golf socks and peds.

**Star-Grip Glove Company** offers 39 sizes of gloves for men and women with adjustable Velcro tightener across the back of the hand. Available in wide variety of color and color combinations.

**Stylist Company** offers a complete line of dresses and golf shoes—*Bonilla Originals*—shirts for golfers, **Monsoon** color-coordinated weatherwear for golfers; **Jaymar** slacks, *Sansabelt* slacks, and *Cary Middlecoff* slacks, *Gene Edwards* peds, *Stylist's* own quality socks in solids and stripes.

**Stylo Matchmakers International, Inc.**, features men's and ladies' golf shoes and golf gloves. *Rembrandt* series made in Britain, available in leather and man-made materials, with full length cushion innersoles, leather quarter linings and injection-molded soles and heels; also ladies' leather upper golf shoe with waterproof molded sole, replaceable spikes. Specially designed in Italy and made in England. Available in all white with black trim or all white with blue trim.

**Donald M. Temple, Inc.**, represents **Leon Levin** ladies' coordinated sportswear, including golf and tennis apparel; **Paxton Sportswear** men's doubleknits in a variety of patterns, and **Brentwood Sportswear** men's knit shirts.

**Texace Corp.** features *Galey & Lord's* polyester/combed cotton broccata and bulward two-ply fabrics in golf hats and caps. Also featured are predominant use of lock-stitching. *Noswett* sweatbands.

**Thomson Sportswear**, represented by **George Cook, Ltd.**, showing their *Tee Off* line with patch madras, screen prints, *Indean* madras, madras plaids in slacks with tapered, straight or flared bottoms and coordinated knit shirts. Also offering texturized polyester and linen and polyester and cotton blends.

**Town Talk Mfg. Company** features a complete line of men's and ladies' headgear. In doubleknit, broadcloth and poplin fabric, all treated with Scotchgard finish and offered in a variety of colors.

**Varela Slacks, Inc.**, represented by **Ernie Sabayrac**, features handtailored sportcoats and slacks.

**The Voyager** features complete new line of ladies' golfwear, including tops, shorts, pants, skirts, culottes, golf dresses—completely color coordinated and all in polyester knits.

continued on page 45

# aldila The only carbon graphite shaft to win major golf tournaments in 1973.

1973 TOURNAMENTS	WILSON	GRAPHITE 100	CARBONITE	EXXON	aldila	DURAFIBER	FANSTEEL	SHAKE-SPEARE	SKYLINE
PGA	0	0	0	0	7	0	0	0	0
LPGA	0	0	0	0	1	0	0	0	0
FOREIGN	0	0	0	0	3	0	0	0	0
U. S. AMATEUR	0	0	0	0	1	0	0	0	0
COLLEGIATE	0	0	0	0	2	0	0	0	0
TOTAL	0	0	0	0	14	0	0	0	0

The Aldila shaft, made of Magnamite\* graphite, won over one million dollars on the PGA/LPGA tours in 1973. Over 100 touring pros like Gene Littler, Gay Brewer, Hubert Green, Lee Elder and Dave Stockton are playing with Aldila.

**aldila**  
CARBON GRAPHITE SHAFT/THE WINNER

The above tournaments were won by professionals using the Aldila Shaft. The following are among the major manufacturers using the Aldila Shaft: Hillerich & Bradby, Pedersen, Ram, Toney Penna, Northwestern, Professional, R & M, Mizuno.

\*Registered Trademark of Hercules Incorporated.  
For more information circle number 153 on card

# PGA

from page 43

**Whimsicals**, Div. of Penn Valley, Inc., offers line of ladies' golf skirts, shirts and slacks.

**Jerry Wolf Associates, Inc.**, offers a full line of popular priced shirts, ranging in retail from \$11 to \$16, in polyester and cotton prints—woven, and knits.

## GOLFING ACCESSORIES

Circle No. 104 on Reader Service Card

**Allsop Automatic, Inc.**, showing a line of shoe merchandisers and putter racks.

**Brod Golf Studios** offers greeting and Christmas cards for golfers, notes, plaques, crying towels, golf pictures, calendars, stationery.

**Cherokee Shaft Guard** exhibits solid state impact-proof protector for wood covers. The headcover is an injection molded polyethylene designed to protect the wood head, grip wrappings and shaft.

**Creative Awards by Lane** makes a line of awards, prizes, trophies, plaques, accessories, jewelry, novelties, bag tags, tee markers, club crests and emblems.

**Delmas Creative (Golfmasters)** presents original creations in golf motif jewelry, French enameled crests, special order merchandise.

**Eastern Golf Company** makes a line of driving range equipment, nets, balls, bags, clubs, signs, hats and caps, gloves, shoes, crests and emblems, carts, display fixtures, grips, score-cards, bug killers.

**Gold Crest, Ltd.**, offers a full assortment of crests, jewelry, glasses, blazers, accessories, awards and teaching aids.

**S. I. Jacobson Mfg. Company** fea-

tures golf bag *Carry-All* in-flight bags of vinyl-coated cloth. Also, two suiter, duffle bags.

**Miller Golf Company** offers classic pewter golf statues, silver tournament awards, *Carry-Alls*, clocks, golf mittens, golf towels, deluxe golf bag tags and labels, tournament key tags, ball markers, tees and vertical bag racks for storage.

**Old Golf Shop, Inc.**, offers golf prints, framed or unframed, antique clubs, golf books, golf memorabilia, golf shop fixtures, ball dispensers and glove organizers.

**Pegie by the Sea Originals** features golf and tennis jewelry, sportswear, handbags, motifs.

**John Roberts, Inc.**, will show PGA rings and golf awards.

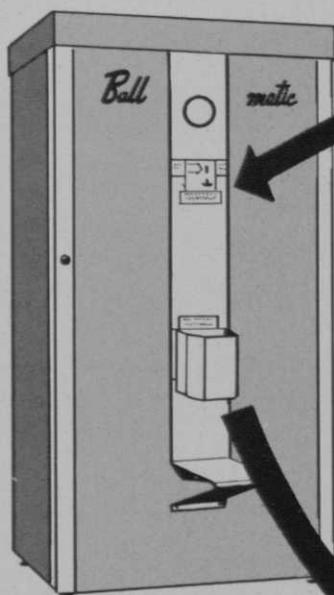
**Scott Mfg. Company** makes bag covers, shoe bags, range bags, duffle bags, *Par Shot* markers.

**Stuart Specialties** offers golf balls, putters, umbrellas, gloves, windbreak-

continued on page 47

# Automatic Money Maker

- Holds 5000 golf balls
- Actuated by coin, token or remote control
- Every ball is paid for
- Stops cash pilferage
- Fast accurate ball count
- Dispenses clean balls everytime
- Saves valuable Pro Shop space
- Decreases labor costs
- Ball-O-matic pays for itself



Here is why the all new, trouble free, Ball-O-matic 2E-03 golf ball dispensing machine is guaranteed 100% — innovative design, superior craftsmanship, rugged materials, reliable components, and modern manufacturing technology.

Wherever golf is played . . . Driving Ranges, Public Courses, and Country Clubs . . . installation of a trouble free Ball-O-matic greatly increases profits! Faster and more convenient customer service means extra bucket sales.



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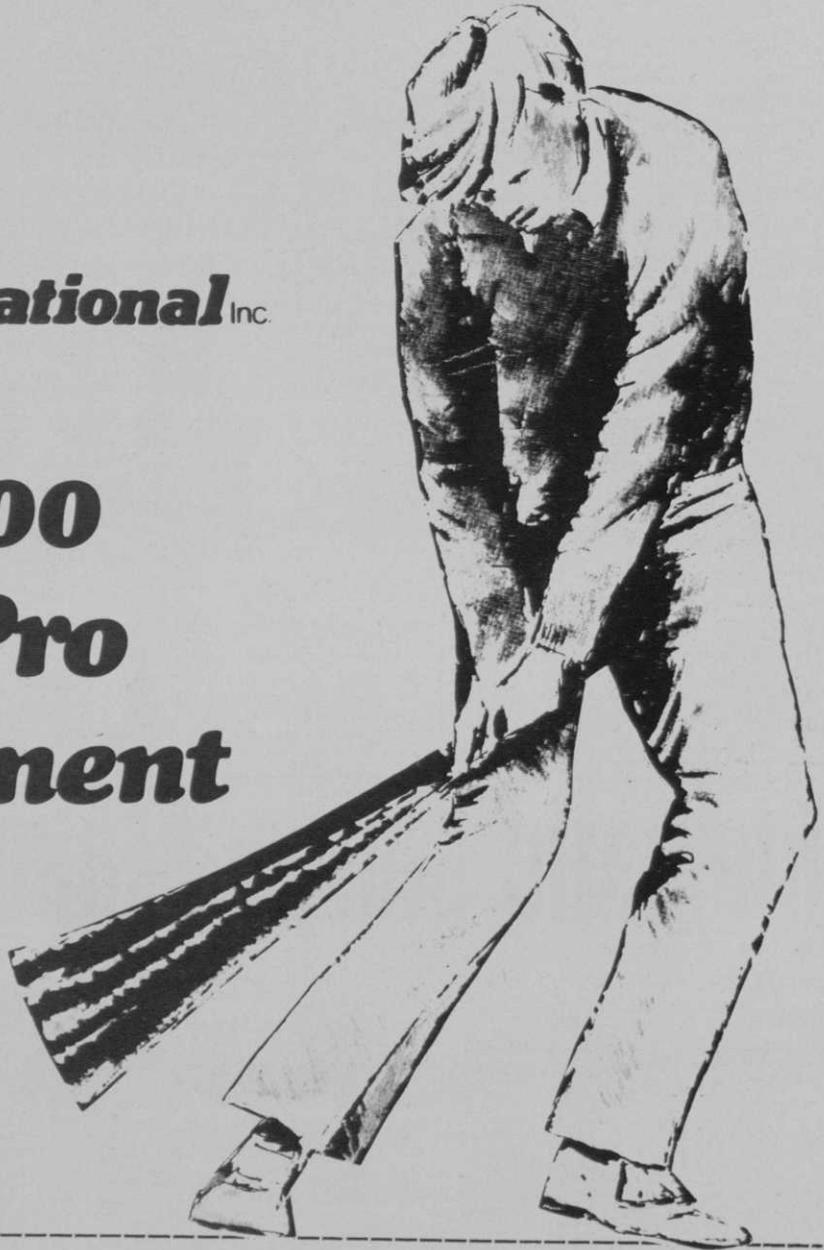
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**\$50,000  
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(PLEASE PRINT)

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Home Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Telephone: \_\_\_\_\_

For more information circle number 154 on card

# PGA

from page 45

ers, headcovers, hats, pull carts, club cleaners, shirts, towels.

**Dick Watson's Personalized Golf Items** offers personalized golf tees with wrap-around printing, ball markers and pencils.

## PRO SHOP, RANGE SUPPLIES

Circle No. 105 on Reader Service Card

**Acme Iron Works, Inc.** (RAC/Me Golf Bag Storage Racks) presents a line of golf bag storage racks with plastic tips to keep golf bags in separate compartment. Racks are constructed of rigid, cold rolled steel and are designed for ventilation and aisle cleaning.

**Daytono Products Division.** Golf shop supplies including golf bag tags,

pro shop signs and marking devices for golf professionals.

**Display Creations, Inc.,** features pro shop merchandising display units including *Chromodular*, modular equipment in polished chrome.

**S. B. Dunlop Enterprises, Ltd.,** features a golf ball picking machine.

**Golf Shop Service Company,** Division Hibbert Company, offers golf shop supplies, stationery, business forms, bag tags, inventory control, merchandise bags.

**Golfsonic, Inc.,** features ultrasonic club cleaning equipment, which is said to clean, polish and dry an entire set of irons in less than a minute. The unit is compact, weighs only 25 pounds, and will not harm metal, plastic or aluminum finishes.

**Hornung's Pro Golf Sales, Inc.,** offers coin-operated club cleaning equipment, golf bags, balls, carts, crests and emblems, driving range

equipment, gloves, grips, hats and caps, headcovers and jewelry.

**Jerral Packaging Company** offers pro shop supplies.

**Kristal Kraft, Inc.,** introduces a new golf club refinishing kit for individuals. Available for professionals are stains, finishes, shaft sealers, epoxies, insert material and sole plates.

**Hugh J. McLaughlin and Sons, Inc.,** offers solid range balls imprinted with club's name.

**Sai Corp.** offers computer handicap service.

**Score With Northup,** manufacturers' rep, featuring tees, ring retrievers, bag jackets, clubs, gloves, knit covers, tags, and sportswear.

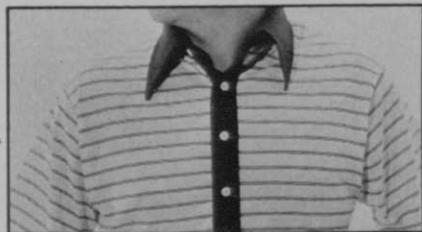
**Wittek Golf Range Supply Company** offers a line of golf ball dispensers, pickers, washers and driving range equipment.

## BEN HOGAN ENTERS APPAREL FIELD WITH NEW SHIRT LINE

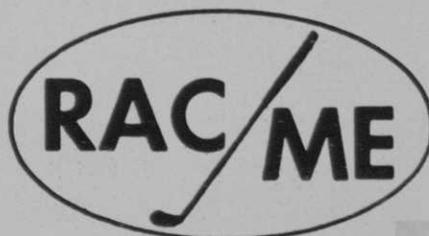
FORT WORTH, TEX.—A new offering for the golfer's wardrobe is the Gentleman's Shirt by Ben Hogan, which features a fabric that combines the drip dry characteristics of 65 per cent Du Pont Dacron polyester with the moisture absorbency of 35 per cent long-staple Pima cotton.

The shirts signal a product diversification for the AMF/Ben Hogan Company, which supplements the company's well established line of fine golf equipment with quality golfwear.

Currently being supplied in 15 color and pattern knit varieties, the new merchandise includes solid color models in white, burgundy, light blue, maize, toast and navy, plus a choice of horizontal wide or narrow stripes or geometric prints.



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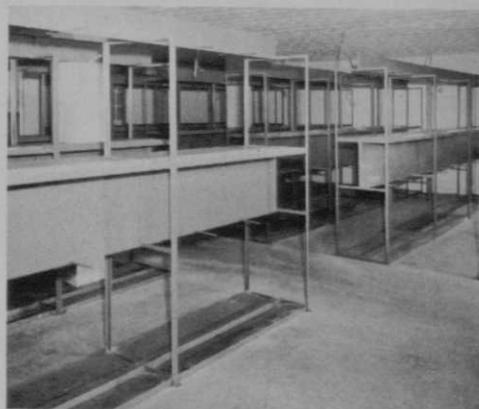
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Scarsdale G.C., Hartsdale, N.Y.  
Royal Poinciana G.C., Naples, Fla.  
Longboat Key C.C., Sarasota, Fla.  
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PGA

# WHAT TO DO AND SEE IN

by DICK LUNDIN

OUTDOOR EDITOR  
THE NEWS TRIBUNE  
FORT PIERCE, FLA.

## Port St. Lucie

Once again, it's that time of the year when the Professional Golfers' Assn. of America holds its annual Merchandise Show and January tournaments. This year the PGA is staging the events at the St. Lucie CC in the beautiful resort area along the North Fork of the St. Lucie River, between Fort Pierce and Stuart, Fla.

The January 9 to February 3 series of events consists of: Age Group and Stroke Play on the Saints and Sinners Courses, January 9 to 10. Stroke Play on the Sinners, January 11 to 12. Senior-Junior Best Ball on the Saints and Sinners, January 14 to 17. Quarter Century Club Championship on the Sinners, January 19 to 20. Qualifying Match Play Championship on the Saints and Sinners, January 22; Match Play Championships on the Sinners, January 24 to 28. PGA Seniors 36 and 72 Holes on the Saints and Sinners, January 31 to February 1; PGA Seniors 72 Holes on the Sinners, February 2 to 3.

Golf Director LeRoy Phillips of the General Development Corp., a Miami-based area developer, reports that the annual PGA show will be held January 26 to 29 during the PGA Match Play Championships.

For the show, Phillips explained, there will be two large 150- by 300-foot tents and a smaller tent for the food concessionaire. All will be located on Morningside Blvd., adjacent to the 18th hole of the Sinners course, close to the river.

The show is expected to attract about 300 or so exhibitors of just about



anything in the way of playing equipment or apparel that a golfer could want.

The show returns to the St. Lucie CC for the first time since 1963, Phillips noted.

Chuck Johnson is the host professional for the resort.

The **St. Lucie Hilton Inn** has 168 rooms and there are 52 villas. Two 56-room additions are under construction, with occupancy of one expected in time for the trade show.

The St. Lucie Hilton CC resort area of 1,000 acres has a Great Hall dining room, two snack bars, a 19th Hole bar and a Saints and Sinners Lounge where entertainment is nightly, except on Sunday.

It also offers boat rentals, marine facilities, fishing guides and charter boats and a nearby shopping center.

Because of the club's proximity to Stuart, six miles to the south and Fort Pierce, 15 miles to the north, both of which are on U.S. 1, there is a wide variety of alternative places of lodging and meals and entertainment.

Included in this area would have to be West Palm Beach, about 50 miles south, either by the Florida Sunshine Parkway or down U.S. 1. In this luxury resort area, there is entertainment galore (Jai Alai and dog racing are two examples) and many fine restaurants.

For those professionals who are unable to get reservations at the plush new Hilton Inn with its well-appointed rooms and beautiful terrace view of the scenic North Fork of the St. Lucie River, or who prefer to just stay in the town,

there are any number of motels and hotels to accommodate them.

Some of the better known nearby places to stay include a **Holiday Inn** and a **Howard Johnson Motor Lodge** in Fort Pierce, about 20 miles away, the **Starlite Motel** in Fort Pierce, about 15 miles distant, a **Holiday Inn** and **Howard Johnson Motor Lodge** in Stuart, about 10 miles away, and a **Sheraton Resort Inn** on Hutchinson Island, some 12 miles distant.

For those with recreational vehicles, there is the **Badger Court Mobile Home Park**, about 10 miles away, **Bryn Mawr Compresorts** on Fort Pierce's North Beach, some 22 miles north, and **Venture Out** at St. Lucie Outdoor Resorts of America at Nettles Island and **Holiday Out** at St. Lucie, all near Jensen Beach, about 12 to 15 miles distant.

Air travelers, coming into the St. Lucie CC by private plane will probably land at the Stuart airport, about 10 miles south of the club. It has facilities for nearly any type of private

*continued on page 50*

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## ST. LUCIE continued from page 49

airplane.

Those arriving by commercial air will come in at the Palm Beach International Airport, 50 miles to the south. There are two ways to go from the airport. Either take I-95 north to PGA Boulevard in North Palm Beach, and branch east to U.S. 1 or west to the turnpike.

Food is always uppermost in the minds of travelers, and golfers are no exception. Let's take a broad look at what is available for those who don't want to partake exclusively of the cuisine at the Hilton Inn.

Looking south and staying close by, there is the renowned **Frances Langford's Outrigger** restaurant in Jensen Beach, the **Crow's Nest** in Rio, **La Fonda** and the **Holiday Inn** in Stuart, the **Manatee Yacht Club** restaurant in Port Salerno and the **Sheraton Resort Inn** on Hutchinson Island, to name some of the more popular ones.

To the north, in the Fort Pierce area, are **Al DiVagno's** restaurant, **Tony Marco's Inn** and the **Hilltop** restaurant, all north of town; the **New England Oyster House**, **Frankie and**

**Johnny's** restaurant, the **Rialto** restaurant and the **Sun and Moon** Chinese restaurant in Fort Pierce and **Chambers' Steak House** west of Fort Pierce.

For those who don't mind going a few extra miles, Vero Beach, 15 miles north of Fort Pierce, has the **Ramada Inn**, the **Ocean Grill**, the **Driftwood Inn**, the **Menu** and the **Patio**.

Golfers who like to fish will find countless opportunities to gratify their desires in the immediate area, beginning with snook in the St. Lucie River.

There is excellent surf fishing for bluefish and Spanish mackerel. Hutchinson Island, the Jensen and Stuart bridges have good bottom fishing. Charter boat captains at Port Salerno and in Fort Pierce will take fishermen off shore for a day's fishing for sailfish, bonito, dolphin, wahoo, kingfish or grouper and snapper.

In January here, there is little chance of rain, although the weather can be a little chilly at times and quite windy. It's good sweater and jacket weather in South Florida, so come prepared. If lucky, professionals may find shirt-sleeve weather the whole time. □

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## ROYAL DAISY OFFERS FULL LINE FOR WOMEN

NEW YORK—Royal Golf Company has introduced the Daisy line of golf equipment to fill women's need for a full line of professional quality golf equipment designed just for them.

For years women have complained that golf equipment offered them was merely the cut-down version of the men's and that their golf bags never seemed to look feminine.

This equipment line, from golf balls to jackets, is designed to improve a



woman's golf game both physically and aesthetically.

The equipment was designed with investment cast stainless steel club-heads. Weight, length, and loft have been tailored to women's requirements.

The Daisy items are colorfully coordinated to please the woman's fashion sense. Up to now, women golfers have had to pick and choose golf equipment, clothes, and golf balls and bags from an assortment of brands. Now, with the Royal Daisy line, ladies can enjoy golf with colorful irons, shoes that are fashionable as well as waterproof, comfortable coats and jackets, and of course, attractive golf bags.

