





PGA '75

It was worth the trouble ... the 1975 PGA Merchandising Show.

With all the changes that shaped the show held late last month in Orlando, Fla. — a new location, a new indoor facility and a new floor plan — the pro had to work a little harder to find what he wanted, but for the buyers and sellers, business took care of itself.

It was the biggest show ever with an attendance of 5,705 — up 28 percent over the previous year. Total attendance including exhibitors was 8,506, as compared to previous year totals of 6,614. Although it was the biggest show ever with 223 exhibitors, PGA show coordinator Connie Madsen told GOLFDOM 30 exhibitors could not obtain booth space.

The buying atmosphere that the PGA wanted was evident as the new indoor location put the pro and the manufacturer in a more business-like situation. This atmosphere, plus the lure of pleasant weather and Disney World, provided the pro and his family with feeling that will be taken into account as plans are made for next year's show and shows in the future.

GOLFDOM's March issue will include a complete report on the show, new product trends and personalities. □



SHOW REPORT IN MARCH