



Huge crowd kept nets busy, looked over 1959 equipment models (inset) at Philadelphia show.

Philadelphia PGA Show Turns Out to Be A Spectacle

Second annual golf show of the Philadelphia PGA section, in the estimation of most persons connected with it, was more than a show. A spectacle, would be a more appropriate description.

More than 2,500 persons attended the event which was held Apr. 13 in the Hotel Sheraton ballroom. About 150 professionals, including a few from outside the Philadelphia section, gave demonstrations or generally helped out in putting the affair across. Seventeen newspapermen covered it and on the Saturday night following the show, a Philadelphia TV station aired a 30-minute filmed version of the event with Leo Fraser, pres. of the Philadelphia section, serving as narrator.

Three driving nets were set up at the show from one to ten p.m. Hundreds of persons were given brief lessons by the pros and, practically throughout the entire day, golf enthusiasts were lined up waiting to have their swings analyzed and to get a few tips. Henry Poe, national PGA vp, and Ed Tabor, pro at

West Shore CC in Camp Hill, emceed the net demonstrations.

30 Firms Have Exhibits

Thirty exhibitors showed their wares at the Philadelphia gathering, including all the large manufacturers of golf equipment. Also represented was the USGA green section which had foot-square samples of various kinds of turf on exhibition. Charles Hallowell of the USGA, who handled questions and answers from the audience, expressed surprise at the interest shown in the various grass exhibits.

Visiting notables included Judy Frank, Bill Hyndman and Jimmy Thompson. One of the highlights of the exhibit was the awarding of charm bracelets by the Philadelphia PGA to Mrs. Harrison Flippin, Mrs. Glenna Collett Vare, Mrs. Helen Sigel Wilson and Mrs. Mark Porter for their contributions to the game.

According to Leo Fraser, who conceived the idea for an annual PGA show and got it started in 1958, the Philadelphia organization got a great deal of pre-show support from golf clubs in the area, radio and TV. Publicizing of the show was largely by poster and letter along with radio and TV interviews. Next year an even greater pre-show buildup will be staged.