



Visitors at Merchandise Show and participants in PGA tournaments will see this clubhouse and perhaps wade through this sand at Port St. Lucie (Fla.) CC. Clubhouse cost \$500,000.

St. Lucie Allots Plenty of Space for PGA Merchandise Show

There will be no stinting in the space allotted to the PGA for its annual Merchandise Show which will be held Jan.

15-19 at Port St. Lucie (Fla.) CC, according to Tom Mahan, Sr. and John Boda, the New England professionals who are in charge of the five-day event. The PGA National club championship will be played during the week the show is



Tom Mahan

held.

Equipment and apparel that is brought in for the show will be displayed in two large circus-type tents. St. Lucie officials say that they will not only occupy a conspicuous spot on the clubhouse grounds but will be located so that there is no hint of congestion or overcrowding. Golf cars will be shown in one of the tents and equipment and apparel in the other.

The PGA requires that all exhibitors of



pro-line equipment must have their booths open on the day the show starts. Exhibition stalls are 12 x 8 feet. Three tables are supplied with each booth but exhibitors must provide any backdrop material they wish to use. Exhibitors also are required to have a representative at Port St. Lucie to receive material that is shipped in. Final decision as to the allocation of booths is to be made by the PGA and Port St. Lucie officials.

It's A Big Attraction

In past years the Merchandise Show always has been one of the main attractions of the PGA's January-February golf festival. Numerous pros buy or order practically all their stock for the coming season at the show. In the past the show always has been held during Senior week, but it has been moved up this year due to the complications encountered as a result of the PGA's pulling out of Dunedin and taking temporary refuge at Port St. Lucie.

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