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## ... Pros also rate PGA show high

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*Part II of GOLFDOM's survey reveals that nearly 80 per cent of the professionals attending the PGA Merchandise Show in January rated it more effective than the 1966 show.*

Last month GOLFDOM presented the views of the exhibitors at the 1967 PGA Merchandise Show held in Florida. This month the professionals who attended the show have their say. Their high interest in the survey is shown by the 34 per cent return of questionnaires received.

Pro buying at the show is on the increase. Over 60 per cent of the professionals indicated that they bought more at this year's Florida show than at the 1966 show. Wholesale value of merchandise bought broke down thus: 48 per cent of the pros bought up to \$2,500; 43 per cent, from \$2,501 to \$10,000, with the remaining nine per cent of the pros in the \$10,001 to \$27,000 bracket.

These purchases represented up to 10 per cent of total yearly shop buying for 46 per cent of the professionals and from 11 to 40 per cent for 41 per cent of the pros. For the remaining 13 per cent of the pros, their show purchases represented from 41 to 90 per cent of their total yearly purchases.

One of the more vexed questions was whether the public should continue to be admitted to the show. (At present, they

are admitted for the first 2 days.) Unlike the exhibitors, of whom 64 per cent wanted the public barred, only 31 per cent of the professionals wanted to bar the public completely. However, a further 26 per cent wished to restrict the public to one day only, with the remaining 43 per cent being in favor of leaving things as they are.

The continual upgrading of the show is indicated by nearly 80 per cent of the pros rating this year's show more effective than the previous show. Moreover, 92 per cent of the pros attending this year's show attended the 1966 show. This, plus the fact that 94 per cent of the pros attending this year already have plans to attend next year's show, to be held in Palm Beach Gardens, Fla., January 20-23, 1968, shows the solid support given to previous shows and augurs well for the success of shows in the future.

Here are the results of the survey:

### Did you attend the 1966 show?

Yes	92%
No	8%

### If you attended both shows, how did you rate this year's show over last year's?

More effective than last year	77%
As effective as last year	23%
Not as effective as last year	0%

### How many days did you spend at the show this year?

One day	12%
Two days	31½%
Three days	25%
Four days	31½%

### If so, would you indicate what type of merchandise you bought.

Clubs	65%
Bags	65%
Apparel	90%
Shoes	51%
Gloves	44%
Accessories	66%
Golf cars	11%
Pro shop supplies	59%
Golf course supplies	6%

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## Pros Rate PGA Show

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### Did you do any buying for your pro shop at this show?

Yes	97%
No	3%

### Did you buy the same amount, more, or less at this year's show, than at prior shows?

More	64%
The same	26%
Less	10%

### Would you estimate the wholesale value of the merchandise you bought at the show.

Up to - \$ 1,000	26%
\$ 1,001 - \$ 2,500	22%
\$ 2,501 - \$ 5,000	31%
\$ 5,001 - \$10,000	12%
\$10,001 - \$20,000	6%
\$20,001 - \$27,000	3%

### What percent of your total yearly purchases for your Pro Shop do your show purchases represent?

1 - 10%	46%
11 - 20%	22%
21 - 30%	5%
31 - 40%	14%
41 - 50%	9%
51 - 60%	0%
61 - 70%	1%
71 - 80%	1%
81 - 90%	2%
91 - 100%	0%

### Do you find as a result of these shows you are waiting for show time before buying for your pro shop for the coming year?

Now wait for show time to buy.	8%
Buy at home before show, and buy at show	33%
Buy at the show, and at home after the show.	15%
Buy at the show, and at home before and after the show.	44%

### The general public was admitted to the show for the first 2 days. Do you think the public should be admitted or barred?

Bar the public.	31%
Allow the public for one day only.	26%
Continue to allow the public for two days.	43%

### Do you plan to attend the PGA Show next year?

Yes	94%
No	0%
Undecided	6%

### Do you have a regular Pro Shop?

Yes	100%
No	0%

### Are you a —

Head Pro	94%
Ass't Pro	5%
Pro Shop Mgr.	1%

### What type of course do you have?

Private club	70%
Semi-Private	18%
Municipal	4%
Public	8%

### How many holes?

9 holes	18%
18 holes	72%
27 holes	6%
36 or more	4%

## Pros' comments

One of the questions in GOLFDOM's survey invited the professionals attending the last PGA Merchandise Show in Florida to express constructive criticism of the show. A representative sampling of their answers follow:

"Have all merchandise displayed at the show be submitted in advance to a designated testing company to verify content and quality, similar to the underwriters' seal on electrical equipment."

"Very well run. Committee did a fine job on the whole."

"I don't believe that the show is of any particular advantage to me. If you are in a position where few salesmen call it might be all right. I certainly wouldn't make a trip to Florida just for the show."

"The PGA officials have done a tremendous job. It has improved each year. I don't go down to the show to criticize."

"I don't go to the show to buy merchandise, but to look at it and compare with other merchandise on the spot, and buy mostly after I get back to my shop."

"Better markings where different displays are. Larger street signs and numbers would help."

"PGA members only."

"More display space with larger booths."

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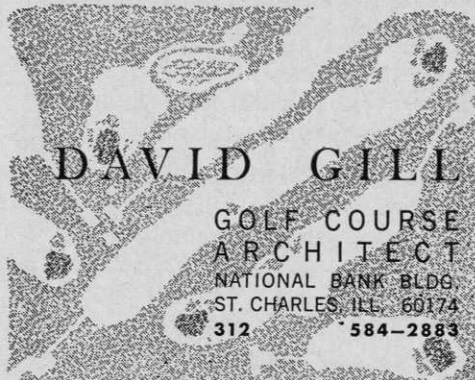
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**Pros Rate PGA Show**

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Group the booths according to types of merchandise displayed."

"I think it was a great show this year. It looked like though we had people with booths at the show that didn't really pertain to golf."

"Bar public except for club member with the home professional."

"With eliminating the public, pro's and buyers would be able to see more of the displays and buy more in their limited amount of time. Public should be allowed with their pro only."

"I think they are doing a great job and can't knock a thing. They did get a better tent this year."

"Direct the show completely to the trade, not the public."

"They've been improving every year since at old PGA where I worked for six years at its inception."

"The public sale of merchandise should

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not be allowed. Samples, et cetera, should be sold through pros only. Also the public utilize valuable shopping time of the Pro's by milling around the booths and handling the samples."

"I would like to see a credit card issued to all PGA members (a la Pinehurst), manufacturers and the PGA to determine who gets what credit rating, then, shopping and buying would be easier. Could amplify, if interested."

"As I said previously, change show to earlier time and then you have a chance to see the variety available and could buy more wisely."

"More exhibitors, more time to shop for merchandise."

"Keep supplies of like merchandise in same area."

"More time. Pros only (to save time for buying)."

"Mimeograph a map locating each company. Number the aisles or give them street names. As people enter, give them a copy so they can go directly to one place if they are looking for it."

"Better lighting would be a help. A map of exhibitors by aisle would be helpful. More prominent tags to distinguish pros and their wives from the public. More organized parking for the pro's (one specific area)."

continued on next page

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## Pros Rate PGA Show

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"Have better facilities for food and drink in and around tent."

"Make it appear neater."

"More area for displays of each exhibitor and space in between them."

"I hope in further dealings with the companies, they express their honest opinions on their deliveries."

"If possible have booths where salesmen and pros may sit down and discuss their orders in private."

"Always have the show during the Seniors Tournament."

"Air-condition!"

"Extend one more day."

"Put it all under one tent, but provide means of air-conditioning in case of hot weather. Last two years were bad."

"Reserve the morning hours for professionals who have some actual buying to do and afternoon for browsers."

"One central place to pick up catalogs of various manufacturers."

"Maybe a permanent base for the show would help. It was very dirty and dusty and sometimes wet under foot."

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"In my opinion, the show should open the first two days for professionals only. Because of the crowd the first two days, it was difficult to make purchases. The last day the displays were taken down early and the salesmen were anxious to get out of there."

"Make one day (only) ladies day at the show."

"Bar public. The wholesale prices are quoted to everyone."

"Golf teaching clinics by name pros representing major companies."

"I think it might be advantageous to the home club professional if some of the large companies would have one or two of their stars from the tour on hand to answer questions about the clubs they are using. This might also add some prestige to the tournament players and the show."

"If the public is not barred, I will not attend the 1968 show!"

"Make it five days, Monday thru Friday, preferably."

"Try to keep all apparel together, bar the public, more salesmen from the areas rather than company men who no longer sell. Your salesman is familiar with your club situation." •

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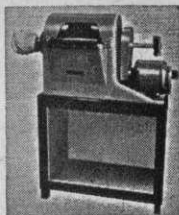
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