

Pro's Big "Top" Smash Hit

"The best show ever in terms of sales . . ."

By VINCENT PASTENA

That's how one manufacturer summed up the 1967 PGA National Merchandise Show at Palm Beach Gardens—and he wasn't alone in his opinion. "Facilities were excellent, and most important, the pros came down this year in a buying mood," he added.

In fact, a PGA spokesman estimated that some 500 to 600 pros roamed the "Big Top" daily from January 21st through the 24th.—at least 75 to 100 more than last year. There also appeared to be keener interest this year by the general public, with an additional 500 to 600 visitors daily who would be considered outside the golf business field.

The opening day of the show was marked by election of officers for the Golf Manufacturers & Distributors Assn. All former officers were re-elected to serve another term: Chuck Cumming of Charles A. Eaton Co., president; Jack Murray of Atlantic Products Co., vice-president, and Robert Hornung of Hornung Pro Golf Sales Inc. secy-treas.

Last year's two smaller tents were replaced by the mammoth 300 X 150-ft. "Big Top" of the Clyde Beatty-Cole Bros. Circus—the largest single tent available. With the whole show under one roof, there was a greater feeling of unity, with visitors less apt to miss exhibits.

The enormous floor space was taken up

by 130 individual exhibitors utilizing 198 10 X 10-ft. booths, making more multiple-booth exhibits than ever before, according to the PGA spokesman. Every inch of space was taken. In fact, some 30 applicants had to be turned away this year for lack of space.

Although it is impossible to estimate the amount of business done on the floor of the show, all exhibitors were smiling and reported that they were "doing very well." Several manufacturers were talking about taking even more space next year. However, this could present a problem. One major exhibitor felt the show had already "outgrown the tent set-up," and that eventually some type of permanent exhibition facilities would have to be erected. "But this could be several years off," he added. The PGA is definitely aware of the space problem, and it will certainly be taken up for serious consideration before the 1968 show. ●

Showmen John Hubbard (left), PGA Admin. Asst., and John Vasco, Allentown, Pa., pro and Gen'l Cbrmn., staged PGA winter show at Palm Beach Gardens. Huge tent housed over 130 exhibitors.

