

AROUND TOWN



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Bikes, Boats & Buggies Show

The Big Top paid a visit to the parking lot surrounding Mac's Steak House in New Castle from May 30 to June 1.

This time, however, didn't contain a menagerie of exotic animals, daredevil artists or silly sideburns that you might expect. No, the candy-red and white striped big top hosted an entirely different event.

It was the first-ever Bikes, Boats & Buggies Show sponsored by Citizens State Bank.

New Castle-area auto, boat and motorcycle dealers displayed 154 different units valued in excess of \$1 million during the course of the four-day event. The exhibit space included 5,300 square feet under canvas plus an additional 20,000 square feet immediately surrounding the tent.

The participating dealers really loved it," reported Sandy Broadstone, CSB's assistant vice president for marketing. "They all reported good sales. The final figures show 60 of the units on display were sold during the event."

Participating exhibitors included Barr's Circle Sales, Goodwin's Dodge-Chrysler-Plymouth, Honda Village, Montgomery Buick-Olds-Pontiac-

GMC, Rick Ward Chevrolet-Cadillac, Smith's Boats & Motors and Staton Ford-Lincoln-Mercury.

Nine different CSB representatives, in addition to the ever-present Broadstone, took turns staffing the bank's booth: Gary Atkinson, Lee Atkinson, Sue Bryant, Rosemary Conley, Phil Jolley, Debbie McAlister, Steve Merritt, Darrell Sexton and Jim Spers.

As with most undertakings, a few



Ringmaster for the show is Sandy Broadstone, CSB's director of marketing.



The area surrounding Mac's Steak House provides a spacious setting. Citizens offered special, low-interest financing to qualified applicants during the show to stimulate sales.

"minor tragedies" struck the show.

"The American Tent Co. called me on Tuesday morning before the show opened to report the tent we were supposed to get had been destroyed over the weekend," recalled Sandy. Fortunately, the company located a replacement tent which was installed by 5 p.m. that afternoon.

The delay in erecting the tent meant a delay in the wiring to provide electrical power. Diata Electric, New Castle, began the job on Tuesday evening, but had to finish on

Wednesday morning—the same time that dealers were setting up their displays.

Feedback from both the dealers and the public has prompted Citizens State to make it an annual affair.

"I think it provides us with a really constructive way to become more involved with our business customers as well as the public in general," remarked CSB President Donald Webber. "It makes our slogan, Citizens sharing a common interest, come alive to the community."