



WEA Storms Atlanta

The second production of the reformed Atlanta Market shows significant growth from the first version held last fall. Western & English Atlanta (WEA) attracted just over 100 individual vendors who purchased 214 booths and represented more than 350 lines. Last fall, vendors purchased 176 booths and sold 265 lines. In addition, the market attracted more than 550 buyers representing 232 individual retail stores from across the United States. In addition to ample opportunity to shop, visitors to the market were offered a lineup of special events and giveaways. "We have more lines showing for our retailers than any other show in the Eastern United States," said Roger Tully, who operates the show at the North Atlanta Trade Center in Nor-

cross, Ga. The market used approximately half of the 120,000 square-foot exhibition space at the center, and Tully said he would like to see the entire building occupied for market at some point. Plans are already under way for the fall version of the show, which this year will feature the reinstatement of the traditional golf tournament.



Clockwise from top left: More than 100 individual vendors purchased 214 10x10-foot booths for the Western & English Atlanta Trade Show in February.

Mexican food was the order of the evening at Saturday's buffet dinner.

Richard Sundock, a rep for Roper Footwear and

Apparel, showed the latest of that company's lines at the Atlanta Market.

In addition to his other duties as host and sponsor of the Western & English Atlanta Market, Roger Tully also handled drawings for door prizes.

Van Underwood of Farmlines, Inc. makes his sales presentation to North Carolina retailer Judy Boykin.