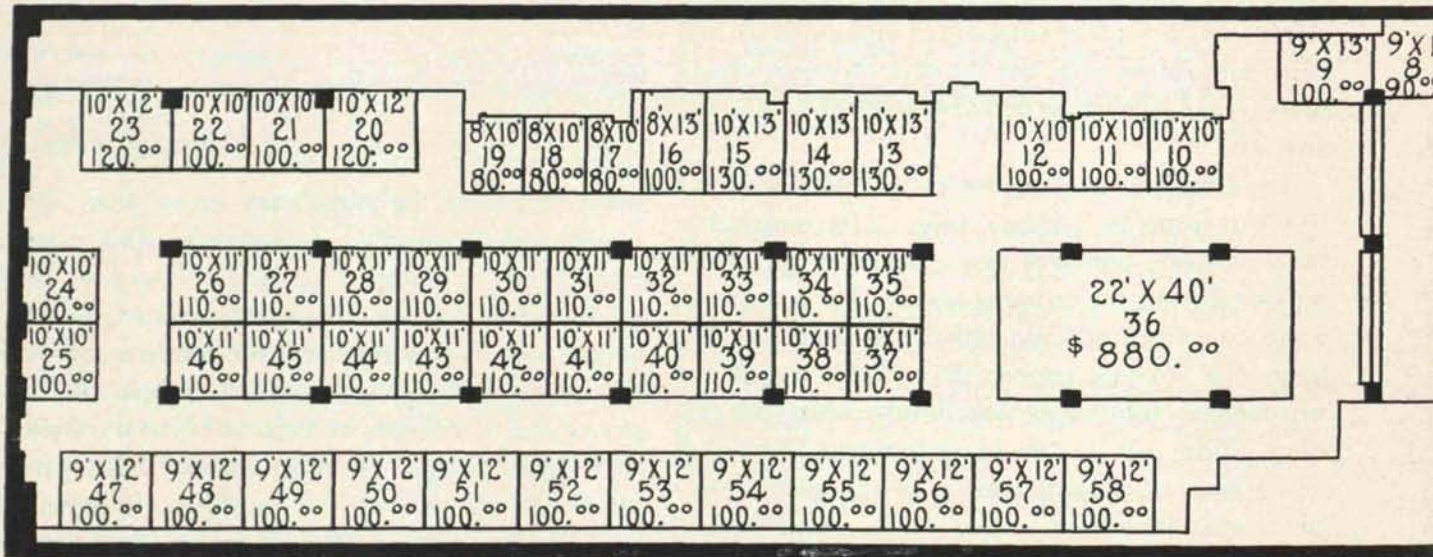


Now Is the Opportune Time



A forecast of the 7th Annual Greenkeepers' Golf Show to be held in Chicago the first week in February. Below is a chart of the exhibition spaces.

By FRED A. BURKHARDT
 Chairman Show Committee, National Association of
 Greenkeepers of America



WHETHER an optimist or pessimist concerning the business trend, it is unlikely that any manufacturer will want to miss this golden opportunity of making personal contact with the buying public and acquaint them with the merits of their individual product.

Greenkeepers from all parts of the United States and Canada, Superintendents of Parks, Estates and Cemeteries, will all attend the Convention of the National Association of Greenkeepers of America, at the Hotel Sherman, Chicago, January 31, February 1, 2, 3. Manufacturers, here is your ideal chance to contact the largest buying prospects in your industry at a very low cost to you.

The diagram at the left shows the arrangement and prices of display space in the large exhibit hall of the hotel. The present layout of space has been so planned that all delegates

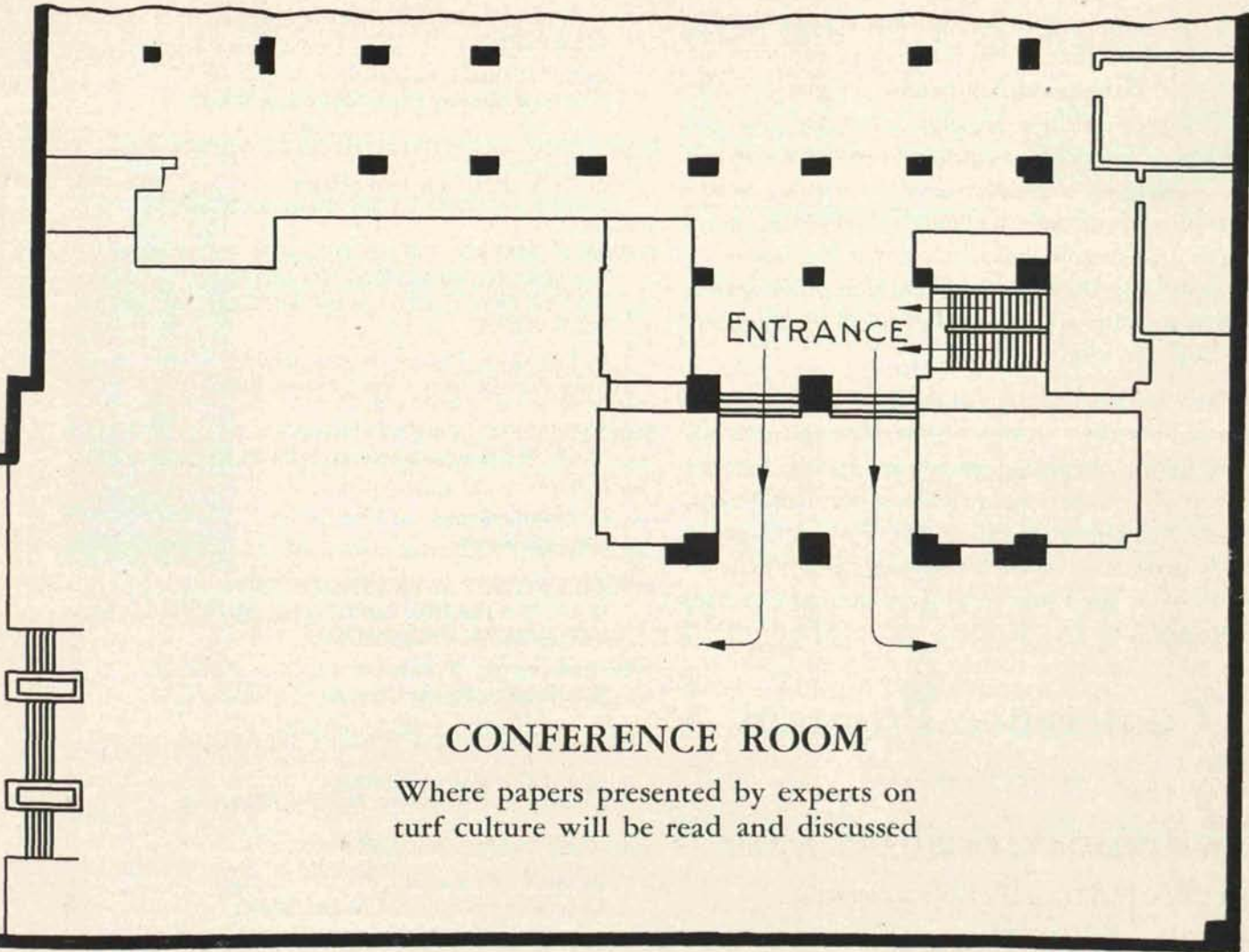
will pass through the exhibit hall in order to reach the convention meeting room.

Many of the well-known manufacturers have already secured considerable space and we are receiving additional reservations every day. If you are after more business, secure an exhibit space for the Chicago show.

For further details—write to F. A. Burkhardt, Chairman of the Show Committee, 405 Caxton Building, Cleveland, Ohio.

Quimet to Write

Francis Ouimet, one of America's most famous golfers, who has held both the Open and Amateur Championships of the United States, will write an article for the January number of the NATIONAL GREENKEEPER. He will cover the question of golf course conditions from the standpoint of the expert golfer and discuss what constitutes good fairways and greens.



1933 Show Will Be Record Breaker

By JOHN MACGREGOR, *President*
National Association of Greenkeepers of America



JOHN MACGREGOR

NEW records both in attendance and in exhibit space should be set at our Chicago convention and Golf Show at the Hotel Sherman in February judging from the immediate and favorable response the principal golf equipment manufacturers have given to the exhibit contracts mailed this month.

This promptness on the part of the manufacturers would indicate that the coming year is being met

with a feeling of optimism in all branches of the golf industry. After the havoc of the past three years, the coming season presents a rosier appearance and many of our officers and members expect our February show to witness the initial signs of a general upturn.

The reason for the rallying of exhibitors this year appears two-fold. First, it is universally recognized that throughout the depression era since 1929 orders for new equipment have been at a minimum, and many clubs curtailed all equipment expenditures. This year will bring a change. Stocks have run so low that even the smallest clubs will be forced to replenish their supplies. And at present price levels, the time for this is opportune.

A second, and even stronger factor influencing