

## North's Season Dawns at Golf Show, March 21-26

THE second international Golf Show and Country Clubs Sports exposition curtain rolls up at Hotel Sherman, Chicago March 21. This annual affair promises to place a great deal of emphasis on course and clubhouse construction and operation themes during its six-day life. Last year's exposition found the course and clubhouse equipment getting into the spotlight of the show quite as strongly as the details that were simply of player interest.

Advance information on the equipment to be shown at the exposition gives evidence of careful study on the part of manufacturers. Construction and maintenance equipment reveals greater sturdiness and simplicity. The factors of hard outdoor use and possibility of use by unskilled laborers have been taken into full consideration by the men who are building the equipment.

During the exposition there will be held the annual meeting of the National Greenkeepers association. This is expected to draw a large number of greenkeepers and greens chairmen to Chicago for an expert

clinic on their problems. The Mid-West Greenkeepers association is making a drive to have a big representation of its active and associate members in attendance during the National session as many of the Mid-West's men are allied with the national body.

There will be exhibits staged by the foremost makers and handlers of equipment for course, clubhouse and pro shop. One of the features of the exposition will be a concerted drive on the part of the manufacturers interested in the professional business to awaken the pros to their opportunities as aggressive merchandisers. Many of the merchandising ideas that have proved their effectiveness in selling through other retail outlets are to be put up to the professional so he will adopt them in promoting the sale of golf merchandise through his shop.

Throughout the exposition the business element of golf is to be given a strong play and it is confidently expected that the event will register in a highly profitable manner with the operating officials.

In detailing the value of the exposition an important stopping point for the club executive on his spring buying tour, the

### "Trifles Make Perfection But Perfection Is No Trifle"

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impresario of the golf show, Spearman Lewis, says:

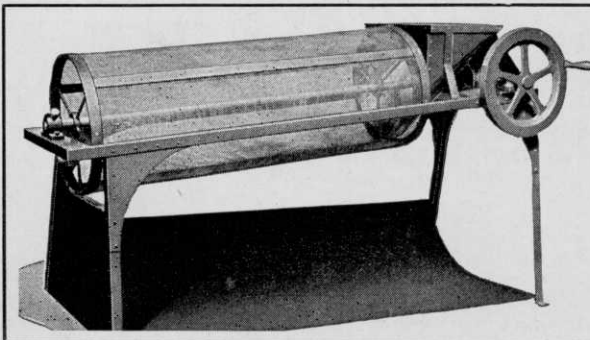
"One thousand new golf and country clubs are reported for 1926. They will spend approximately \$138,000,000 during their first year in real estate, course construction and club buildings. They will add \$32,000,000 for new sprinkling systems, locker, bath, kitchen and dining room supplies. The one thousand new clubs will expend \$15,000,000 in their first year for salaries, seeding, awards, improvements and entertainment.

"The four thousand golf clubs already in existence, plus the one thousand new ones, will spend approximately \$50,000,000 for dining room service and miscellaneous supplies.

"To meet these demands, the golf industry, which crossed the billion dollar mark early in 1926, is stabilizing its standard output and, where twelve months ago golf was regarded as an epidemic inviting any kind of cure, equipment for 1927 will be rational and simplified, the exposition's survey shows.

## Holden Heads Club Manager Association

CHICAGO, Ill.—Col. C. G. Holden, general manager of Olympia Fields Country Club, Homewood, Ill., was elected president of the National Association of Club Managers at the organization's first annual meeting, held at Hotel Sherman here. More than a hundred club managers attended the affair and took part in the lively discussions which followed the array of practical addresses on club management. A number of manufacturers of clubhouse equipment exhibited in convention displays. Other officers elected: J. W. Palise, Bob o' Link Golf club, Highland Park, Ill., first vice president; T. P. Jones, Harvard club, Boston, second vice president; H. J. Foerster, Oklahoma club, Oklahoma City, third vice president; C. L. Whiteman, Minikahda Golf club, fourth vice president; F. L. Woods, Denver Athletic club, fifth vice president; F. H. Murray, Ravisloe Country club, Flossmoor, Ill., secretary, and Wm. Bohnhoff, Bryn Mawr Country club, Chicago, treasurer.



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