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"Sir Walter" to Star at Golf Show

WALTER HAGEN, two-time winner of both the British and American Open championships and the only player to hold the P. G. A. championship five times is to be the outstanding star of the third annual International Golf Show.

The presence of the game's premier professional exponent at the Hotel Sherman, Chicago, during the six days, March 12 to 17 inclusive, of this year's extraordinary exposition of everything appertaining to golf, seems certain to prove a powerful magnet from the attendance standpoint.

The exhibits of more than two hundred manufacturers of golfing supplies, paraphernalia and country club equipment is expected to be viewed by upwards of 50,000 persons passing through the Hotel Sherman's mezzanine floor, exposition hall, ballroom and mezzanine foyer, if last year's attendance is exceeded.

More than ever, it is promised, the third annual Golf Show and Country Club Equipment Exposition will prove this year to be a great central market. Exhibiting manufacturers and the buying public drawn from all over the country will meet at Chicago's huge Hotel Sherman for six full days, while professional and amateur golfers will mingle amidst the exhibits.

Here the greenkeeper seeking new ideas in equipment and supplies, the manager with a list a yard long will find almost everything in the golf world under one roof and the professional golfers will meet their own kind and the public, and will get from the manufacturers the "cope" on how to merchandise their golf supplies back at the home club.

The amateur player viewing the exhibits comes to realize that his personal equipment is but a small part of the many millions invested in the game. He will see fairway and green equipment, tractors, mowers, greenkeeping and clubhouse supplies, all of which are needed for playing the game.

It is estimated by experts that during the year 1928 \$20,000,000 will be expended by American golfers for golf clubs alone; \$50,000,000 for golf balls and \$60,000,000 for construction, expansion and the equipment of golf clubhouses.