

GOLF SHOWS

Yes! - - - - - or - - - - - No!

By "A MANUFACTURER"

CONSIDERING that we have in our U. S. A. 3,000,000 men and women who play golf to the extent of, conservatively, 120,000,000 games per season; no less than 300 manufacturers who produce golf course and clubhouse equipment, golf clubs, golf balls, etc., and that the game of golf in our country is contributing 50% of the support or not less than 120,000 families or 500,000 people, may it not be proper to ask that some organization give thought to the future promotion of golf in all its branches?

Recent golf shows in Chicago, New York and Buffalo, insofar as the experience of golf supply manufacturers, greenkeepers, professionals, and playing public are concerned, suggest the question.

Shall we continue to hold golf shows,

and should they be promoted by individual capital for profit, or would golf shows promoted by golf associations, by manufacturers of golf equipment, by employees of golf clubs or by the support of 3,000,000 golf players produce more interest and results? There may be a thousand different reasons suggested by a thousand different people why, with the exception of the 1927 Greenkeepers' exposition, none of the last three or four golf shows have been much of a success "as shows go" in creating additional interest and advancement for the game, its players and its workers.

Inasmuch as the functioning of the various golf associations has been, up to this time, rather exclusively in sections, lacking 100% private club co-operation in every section, and limited to executive

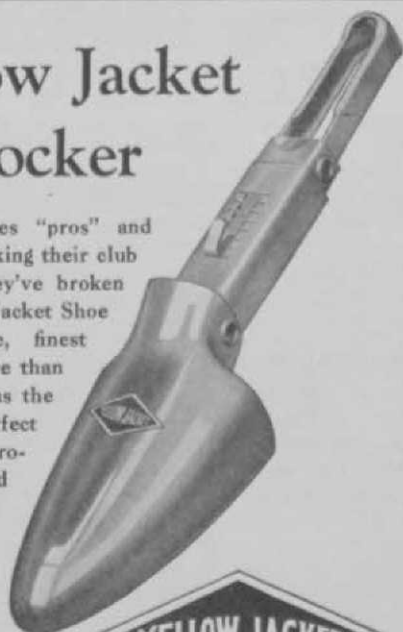


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business meetings and the Green Section sessions insofar as the U. S. G. A. is concerned, it is hardly possible that a satisfactory arrangement could be made by such associations to promote the exhibitions called "Golf Shows," which would receive the financial support and undivided interest of the manufacturers and our 3,000,000 golf players.

The situation, as the writer sees golf shows today, is that we have, as before stated, 300 or more manufacturers of golf supplies who are vitally interested. We also have approximately 4,000 greenkeepers, 3,000 or more golf pros, and about 2,000 clubhouse managers, all of whom are very much interested, since their employment depends upon the interest of these 3,000,000 golf players and 50 or more established golf course architects.

Associations in the Picture

The house managers have an association; the pros, likewise, and in the past three years the greenkeepers have formed active sectional groups and a national organization. Now, it does not seem necessary that any one of these organizations should work at odds with any other since there appears to be a well-defined and

distinct line of demarcation between the duties of each, whether the club be large or small. Golf shows should not be retarded in golf promotion because of fancied differences as between pros and greenkeepers, house managers and pros, or any differences in views between these associations.

Personally, the writer cannot conceive how it would be possible for the Club Managers' association to endorse any program or policy which might work to the detriment of P. G. A. or the Greenkeepers' association. The other associations must also be given credit for a like policy inasmuch as all three of these bodies are devoting their efforts to the uplift and individual interests of each of their members, as they see it in their particular line of duty.

"Rag-chewing" Is Personal

We must admit there is, in certain clubs and in certain sections, a feeling of jealousy or animosity, and sometimes enmity, as between the greenkeeper and the pro or the pro and the house manager or the greenkeeper and the house manager, but these are to be considered only as personal differences.

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It seems that, in justice to all, the associations, as legislative bodies, should not be condemned for the activities or personal animosities of an individual member of that association, and further, that the differences between certain individuals in certain clubs should not enter into the activities of associations.

Hundreds of cases of unfortunate personal differences may be cited by those intimately acquainted with golf club activities, which, of course, do not help anyone for any length of time, but do an irreparable damage to everyone concerned.

It seems obvious, however, that it is but a simple matter for the greenkeepers, house managers and professionals to forget personal animosities and admit to themselves that their own personal differences at their own clubs have nothing to do with their associations so that if it were possible to have the directorates of these three associations call a meeting for the promotion of golf, with the idea of staging golf shows, the interest, attendance and value of these shows could not be over-estimated.

Mixed-up Displays

Heretofore, Golf Show booths have been lined up approximately as follows:

- Booth No. 1—Lawn Mowers, etc.
- Booth No. 2—Golf Balls or Tees.
- Booth No. 3—Sports Clothing.
- Booth No. 4—Golf Magazines.
- Booth No. 5—Soil Fertilizers.
- Booth No. 6—Grass Seed.
- Booth No. 7—Kitchen Equipment.
- Booth No. 8—Moving Picture Projector.
- Booth No. 9—A New Golf Club Promotion Project or a Real Estate Subdivision.
- Booth No. 10—Another Fertilizer.

And so on with a heterogeneous mix-up of products which interest the player and something the player never hopes to see or learn about, and in the next booth displaying something not at all interesting to the man who paid an admission price to that golf show, which, in part, accounts for the lack of patronage and poor reports from past golf shows.

If it were possible for the above-mentioned three associations to arrange for a joint meeting and invite representatives from the 300 or so manufacturers of golf supplies for course, clubhouse and pro shop, the writer believes a golf show may be promoted which will attract interest from hundreds of thousands.

It is natural that each man should have

his own ideas on the best policy or layout or operation of a golf show, but a well-selected group of exhibitors plus the congenial co-operation of the greenkeepers', house managers', and professionals' association directorates would be the means of accomplishing a very important promotional exhibition, which should be worked out with the idea in mind, whatever profit might be made from such a show should be equally distributed to the three named associations. The charge of admittance, instead of being \$1.00, should be made approximately 25 cents in order to secure the largest possible patronage from the public, and the space rental for the manufacturers will be reduced to the minimum that every manufacturer may well afford all the necessary space to display his entire line of products and so equip his booth as to give each inquiry a satisfactory explanation of the use for which this product is intended.

There should be three distinct and separate divisions of a well-managed golf show in that the golf course equipment, house equipment and supplies shall all be so separated from the products in which the public are interested that there will



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as questions arise, and a certain time could be allotted to each greenkeeper, or a set schedule for explaining his ideas on how to secure a perfect turf and economical maintenance. Golf course architects could have displays of courses they have built, and discuss, with club officers, the details and advisability of improvements on their courses.

The house managers should have many things to discuss with the visiting players to show how it is possible to eliminate dining room losses through increased patronage, and further, holding a question box for the managers to the end that a better service might be given from a well-regulated kitchen; methods of operating the locker room, grill service and such other branches of the house activities, which would be interesting to thousands of golf club members as well as house managers themselves.

Bookkeepers and auditors might find it well worth their time to set up a few booths for the explanation of simplifying house accounting and arrive at better systems for collecting house accounts from the members.

A real golf show should cover practically every detail, and if such a show were promoted by the three named associations with the assistance of manufacturers who sell to golf clubs, it would be a real place of education and entertainment which would attract the attention of practically every man and woman who is interested in golf.

We must appreciate the fact that the Greenkeepers' association has promoted and gone through with two exhibitions at Detroit and Buffalo.

THE modern green is marked by undulations which, however, have been often carried to harmful extremes. Undulations of a natural and easy type add to the appearance and sporting character of a putting surface. On the other hand, there are those greens which are so pitted and bumped with all manner of "terraces," "knobs," "hickeys," etc., that they have degenerated into the "freak" class.

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