

Detroit Is Scene of '40 CMA Meet

ANOTHER "open forum" will be added to the customary departmental sessions of managers when the Club Managers Assn. of America holds its 14th annual convention at Hotel Statler, Detroit, Feb. 27-29. For the first time there will be a departmental conference of women club managers.

Although there are no women officials of the Club Managers Assn., there are a number of women members of the organization. Possibly in obeying the shopping instinct that is said to be strong in the female character, women managers have been present in considerable numbers at the managers' national meetings. They appear to be doing a good job of shopping for ideas.

Early arrivals at the Detroit convention will attend the Ford Sunday Evening Hour; at least as many of the early arrivals who can secure tickets. Monday will be devoted to informal conferences and the first of a series of luncheons and dinners at which local managers conduct their demonstration of how distinguished club affairs should be put on.

The educational conferences will get under way Tuesday, leading off with an address by Malcolm W. Bingay, noted editor of the Detroit Free Press. The usual departmental conferences of country and city club managers will be held. Members are being queried for subjects to be featured in the clinical sessions to be held in connection with the educational program.

Detroit's general convention chairman is Jesse G. Wetzel. On the convention committee with him are Neil Boughner and Wm. F. Roulo, manager of Detroit's University Club and treasurer of the national association.

Los Angeles held one of the largest golf class lesson sessions ever conducted when star pros appeared at the L. A. Coliseum Jan. 3 as a ballyhoo for the L. A. Open.

A big turf tee was constructed under the peristyle, and a driving contest was one of the features of the public golf show. Demonstrations and "tip" lessons were given the public by L. A. Open contestants. The Southern California PGA has taken an active interest in the huge class lesson enterprise. It is believed that the showmanship will provide a great boost to golf promotion.

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