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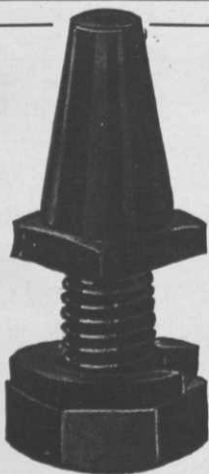
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Fannin. Ladies Entertainment: Elmer Corlett, George Biddulph, Colin Smith, Paul Truckenbrod and Walter Knowles. Cleveland GSA Information Headquarters: Fred Burkhardt, Harry Burkhardt and Bert Sheldin. Registration: Mavor Boyd, Ralph Rodgers, K. B. Crandall and Nels Monical. Tour of Golf Courses: Howard Simmons and Jack Teare. GSA Past President Frank Ermer will act as show floor manager.

## SOUTHERN REVIVES AMATEUR.

Southern GA will revive its amateur championship in mid-summer at Birmingham. Louisville was slated to have the Southern's first postwar event but as the event becomes a memorial to Sam Perry, 4-time Southern champion, Louisville stepped aside to have the event go to the home town of the grand young gentleman who was lost in the war in the Pacific. Veazey Rainwater, Southern pres., has appointed a committee consisting of Col. Lee S. Read, James S. Tupper and Dr. A. B. Harris to have a medal designed which will bear Sam's likeness, and which will be awarded the medalist of each Southern amateur from now on.

**NEW ORLEANS MART**—Golf equipment manufacturers and suppliers are among those interested in office and display space in the new International Merchandise Mart scheduled to open in 1946 in New Orleans. Sales from this market will be primarily directed to Latin-American countries whose officials and business men usually enter this country via the port of New Orleans. Backed by leading business men of New Orleans and the Mississippi Valley region, this center will be a civic non-profit enterprise, the first of its kind in the nation.

The project is now well under way, according to Herbert J. Schwartz, vice president of the Mart Realty Company, the Baldwin Building at Camp and Commons streets having been acquired as its site, which affords a central location near hotels, railway terminals and the city's business section.

The main purpose of the mart is to display and sell both foreign and domestic buyers many of the things they want, all under one roof, at the same time providing foreign manufacturers with a showplace and salesrooms for their products. Importers and foreign counsuls and embassy officials have expressed much interest in the project.

"With the establishment of the International Mart, buyers and sellers will be directed to an efficient, concentrated marketing place," Mr. Schwartz pointed out. "The modern trend in merchandising is frequent.

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