

# NATIONAL GOLF SHOW MAKES ITS START

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A seed sown a year ago in the minds of two enthusiastic young golfers — David Lupton, merchandising executive, of Philadelphia, Pa., and John Eaton, advertising executive, of New York, N. Y., came to fruition last month with the first National Golf Show.

The Show was held at the Armory, in New York, and created considerable interest from the point of view of both exhibitors and spectators and, according to the promoters, will become an annual event.

The principal feature was the putting green, complete with sand bunker, designed by Robert Trent Jones. Two thousand pieces of turf were brought in from the Bayside Golf Club, Bayside, N. Y., to cover the 4,000 square foot area which was turfed and moulded.

The green was the site of a competition in which participants pitched five wedge shots, the score being the total distance of the balls from the hole. The shot was far from easy. Played off a mat surface, the competitors were required to pitch over the bunker.

The ultimate winner was Maurie O'Connor, Belleville, N. J., with a total of 15 ft.

10 in., followed by Doug Ford, Mahopac, N. Y., and amateur Charles Bohmert, Mamaroneck, N. Y. Well known players who took part included Jack Burke, Tommy Bolt, Craig Wood, Gene Sarazen, Jimmy Thomson, Harry Obitz, George Bayer and Don January. Commentaries were given by Paul Hahn, who also exhibited his own trick shots.

The Professional Golfers' Association displayed the Ryder Cup which the United States has held since 1935. Many visitors took advantage of the style analysis offered by the several teaching professionals in daily attendance.

The merchandising booths displayed various golfing wares from golf spikes to motorized carts and embraced indoor target golf, golfing resorts and fashion shows. In all eighty-five exhibitors took part in the Show.

Golf in all its various aspects has never before been so coordinated. John Eaton has stated that both he and David Lupton are pleased with the attendance figures and that the exhibitors were delighted to be showing to a one hundred per cent golfing public.



The USGA booth staged in conjunction with the Inverness Club, Toledo, Ohio, and the Winged Foot Golf Club, Mamaroneck, N.Y., venues of the 1957 Open and Women's Open Championships. The two Open trophies and the Walker Cup are featured center. To the right is a montage of Robert T. Jones, Jr.'s "Grand Slam" with current National Champions; to the left, clubs of the feather and gutta percha ball era from the "Golf House" Museum.