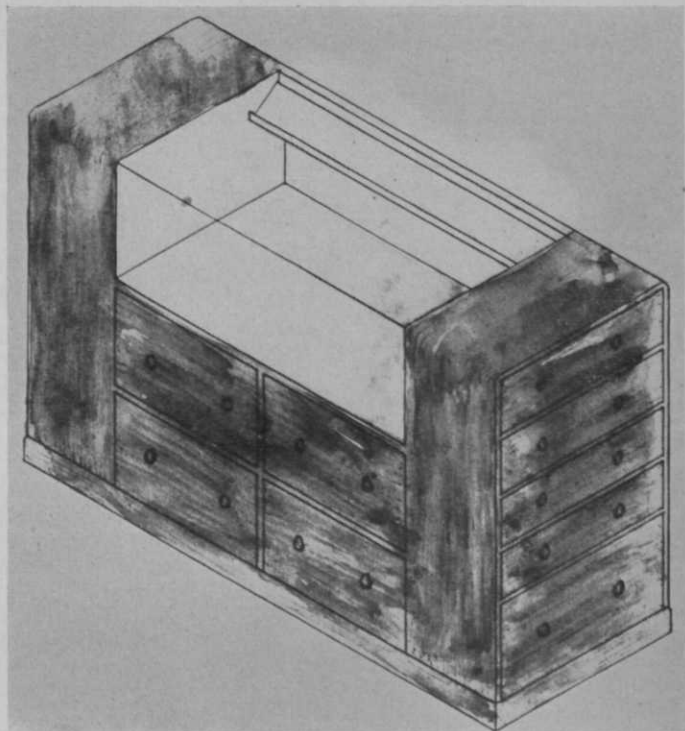


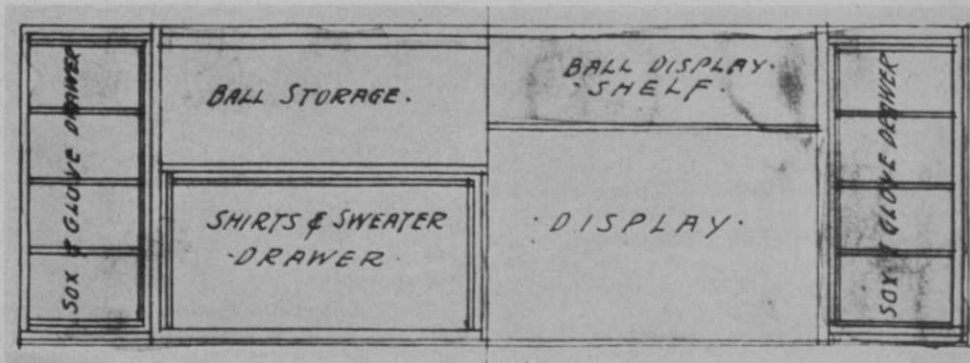
The Tosh showcase is a model of compact serviceability. It is 7 ft. wide, with a 5 ft. central display section, stands 3½ ft. high and is 2 ft 4 in. deep. In the display section, tubular lighting adds to sales appeal. Drawers at either end (2 ft 4 in. x 1 ft.) give plenty of space for storage of sox, gloves and small shop items. Below the display area are four large drawers for shirts, sweaters, etc. These drawers are half the depth of the case, the rear half being used for ball storage, behind sliding doors. Sliding doors also give access to the display section.



## Pro Builds Ideal Shop Display Case

DAVE TOSH, pro at Sunset Ridge CC, Winnetka, Ill., has applied for patents on a pro-shop showcase, general character of which is shown in accompanying illustrations.

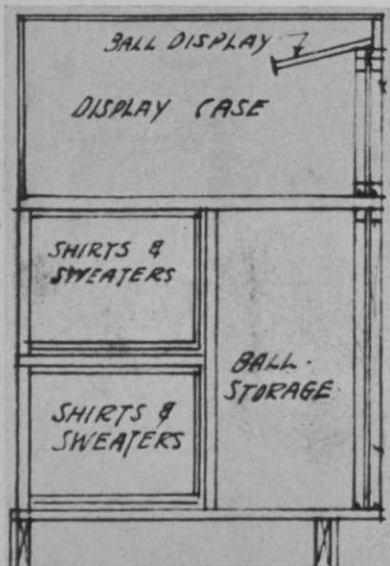
Tosh shopped around without success trying to get a showcase that would provide neat, dust-proof display and storage of balls, wearing apparel and accessories. He wanted to get one that would display merchandise attractively so customers would be drawn to it by well-



On left, cross section looking down on lower part of case; on right, the same of the upper part. Note partitions in sock and glove drawers.

lighted, smart showing, and in which displayed items could be easily replaced from stock.

So he designed and had constructed a new type of case. The case has a tubular



Cross section of case, showing ample storage space available.

light behind a reflector inside the display compartment.

Several pros in the Chicago district have ordered cases made to the Tosh specifications. Dave will be glad to furnish further details on construction, prices, etc.

**Hogan's 62 Not All-Time Low**—The 62 Ben Hogan made in the third round of the \$5,000 Oakland Open (8 under par) while a record for PGA-sanctioned tournaments, was by no means the record for competitions involving top-grade tourney pros on grade A courses. Walter Hagen went around at Belleair (Fla.) in 33-29—62 in the West Coast Open of 1920. That figure was equalled by Billy Burke of the Belleair club in 1935. Billy got a couple of 31s.

The 20th Florida West Coast Open will be played for \$3,000 and amateur trophies at Belleair, March 9 and 10, at 54 holes.

Harry Cooper's 60 in 1925 at Tenison Park, Dallas, Tex., is regarded by many as the best score over a regulation length course in the U. S.

## Hoare Advises Pros to Recognize the Boss

**WILLIE HOARE**, one of America's early golf pros and still active via mail and in personal sessions in his invalid quarters, calls attention to a frequent oversight.

Says Willie:

"Often we professionals feel that older men who have given much to the game do not have their services recognized or appreciated. We wince at the ingratitude of incoming officials of clubs who dispense with services of men who have given 15 to 25 of their best years to faithful and competent performance at a club.

"But do we collectively as professionals display any definite gratitude toward those who have helped us for years? Do we recognize their efforts, formally or informally? Very seldom. A few PGA sections grant honorary memberships, but generally the recognition of our friends' services is not of a character to establish a precedent in recognition of years of pro service.

### Recognition Over-Due

"In pro relations with manufacturers this factor of recognition for services rendered is absent in a manner that does not reflect any credit on us. Absence of such recognition certainly does not incline any but the most optimistic to go far out of their way to help us.

"I have seen this case from all sides; the pro, the club official, and the manufacturer's viewpoints. In 37 years of acquaintance with L. B. Icely, many of these years in close association with him, I repeatedly have seen him champion the cause of the pro in situations where staunch advocacy of the pro position risked other business relationships. He has mingled with the boys of great fame and those whose fame is bounded almost by the limits of club property. He has learned the pros' problems the hard way and has earned their confidence. He has given evidence of deep faith in the future of the pro and in the pros' abilities and character.

"Such friendship is more than commercial, and amongst any group of sportsmen should have more than a commercial reward.

"Although, naturally, my close relation-