



STRONG SELLING DISPLAY IN LOU STRONG'S SHOP

Lou Strong in his pro shop at Park Ridge (Ill.) CC makes striking displays on a wall of his shop by using a "pin-up" board.

Many shops effectively use the display board in smaller areas but Strong gives it a big punch, changing displays often to keep the area fresh in its attractiveness.

with his left knee bent about as much on his backswing as his right knee is in coming at the ball.

The observation was made that most good golfers are slightly pigeon-toed, which undoubtedly controls their stance.

Question "One-Piece Swing"

Bolstad and Novak agreed that the "one-piece" swing was incorrectly named. The good swing has the pieces coordinated. There are balanced pushes and pulls in the feet, hands and body.

The customary subject of Hogan's "secret" came up with another guess being that the slight and controlled fade which set Ben on a phenomenal winning streak was, to a considerable measure, the result of clubs made slightly toed-out to get the fade result with Hogan's swing.

Putting Magic Shown

The most amazing putting demonstration pros ever saw was put on by John B. Hawley, jr., multi-millionaire president of the Northern Pump Co. As Bolstad testified in the Hawley introduction, the golfing executive has excelled many pro stars at putting on courses around the country.

Hawley demonstrated his putting method on a long aluminum-based putting strip covered with material simulating a keen grass green. On this device, he and fellow workers at Northern Pump putt

after lunch. He's so good at putting the ball into the hole he plugged up the hole and putted to a line marking the hole and stopped most of the balls exactly on the line.

Hawley figured out in his engineering brain the speed formula for a putt on an "inch-pound" basis determining how far a certain weight of putter would have to move in stroking the ball to get the required distance on greens of varying speed.

He said the flat arc of the putter was similar to that of a broom sweeping into a dustpan. His right arm is held close to his body and he putts with his arms precisely coordinated with his wrists. He has his right thumb on a flat place on the grip pointing straight down in line with the putter face. He putts with his right hand and arm mainly, and doesn't hold the club tightly in his fingers.

Keeps Weight on Left Foot

Hawley emphasized keeping the weight on the left foot during putting. He says a major fault in putting is weight going onto the right leg and that throws all balance and control out of gear.

When the putt is pushed instead of hit crisply it doesn't get or hold the line, Hawley noted. He said plenty of the stars who think they know how to putt damage

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