

over the PRO SHOP counter

Bill Ogden, pro at North Shore CC, Glenview, Ill., is attracting Christmas shoppers with this "Gift Bar" display. Bow used on gift box can be purchased in case pro hesitates in trying to tie anything as difficult as this.



LEN KENNETT
P.G.A. GOLF PROFESSIONAL
CLUB SPECIFICATIONS

Length _____
 Weight _____
 Shaft Flex _____
 Grip _____
 Price _____

MISFIT



His golf clubs are too heavy. He screams, "My aching back!" He was sure he bought himself a "deal," But now moans, "Poor sacroiliac."

*

Golf clubs bought at a price are no bargain if they don't fit you and your swing. Don't gamble. Golfers; do business with the one man in the world qualified to fit you correctly in golf equipment . . .

Your PGA Professional

This Pendleton, Calif., pro promotes sales by attaching the price tag shown above to each club that he displays.

NAME _____
 RESIDENCE _____ CITY _____
 BUS. PHONE _____ RES. _____
 HIS _____ HERS _____

Shoe Size	_____	Dress Shoe Size	_____
Width	_____	Width	_____
Sport Shirt (S, M, L, XL)	_____	Golf Shoe Size	_____
Dress Shirt	_____	Width	_____
Sleeves	_____	Sweater	_____
Waistline	_____	Skirt	_____
Hose	_____	Shorts	_____
Jacket	_____	Hose	_____
Hat	_____	Gloves (S, M, L)	_____
Gloves	_____		

Remarks: _____

Al Robbins of Chicago, golfing's salesman-at-large, has devised the above query card for pros which can be sent to players and members in order to determine what are the most popular sizes in these items. With this information, the pro can standardize his inventory, avoid ordering costly odd-size merchandise. Robbins suggests using a double government postcard to obtain this information and reminds the pros not to overlook the ladies.