

Tips on Golf Shoe Sales

(Continued from page 38)

On the subject of devices, it's wise to have a shoe-hose size chart handy. You can get these through an apparel supplier.

Always use trees when displaying shoes on counters, shelves, etc. I recommend aluminum trees because they are light in weight. There's psychology in this. When a person picks up a shoe, he is immediately impressed by its weight. If there is a heavy tree in the shoe, his first reaction is, "I'd hate to drag a pair like this around."

Some of those adjustments that can be made to take care of peculiarities of the feet are: Use of tongue pads or heel cushions; removal of eyelets if the shoe rubs too heavily on the top of the foot; inserting eyelets behind the top eyelets if shoes become floppy. You can easily learn to handle all of these things.

If you're the kind of a fellow who likes to make conversation while fitting shoes, here's some information that may be valuable: Sam Snead wears a 9C; Bob Rosburg, 9½C; Dow Finsterwald, 10B; Mike Souchak, 10½D; Gene Littler, 9B; and George Bayer — I've promised to keep his shoe size a secret.

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Our circulation auditing association requires that the list of persons to whom GOLFDOM is mailed be kept up to date. If this is not done, we are required to stop mailing the magazine to old names on our list.

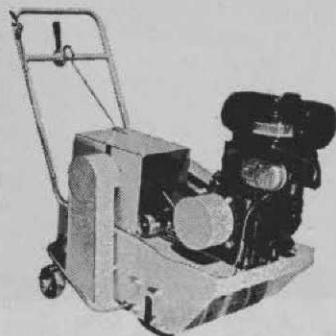
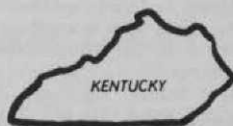
To make certain that your 1960 officials and operating heads receive GOLFDOM, please fill in the form and mail it today!

Turf Association Organized

Central Virginia Turfgrass Assn. was organized in Dec. at a meeting in Oak Hills CC in Richmond. Fred Sappenfield of Willow Oaks, Richmond, was elected pres. Other officers are Richard E. Amidon, Oak Hill, Richmond, vp and Harry J. McSloy, CC of Virginia, Richmond, secy-treas. Two-year dirs. are Harry N. Allanson and Irvin B. Clarke and one-year dirs. are Richard F. Byram and Harold J. Neale.

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