



Main ballroom of the Hilton Hotel in Chicago was filled to capacity for the seven instruction sessions staged by Byron Nelson, Ken Venturi, Barbara Romack and Chick Harbert. Here you get a backside and portside view of Nelson as he demonstrates how to take the club back.



Illinois PGA Makes Discovery

Show Crowd Doesn't Warm Up Until the Final Day



In answer to a query by Harry Pezzullo, Illinois PGA president, Barbara Romack says much of her power is in her good left arm.

The Illinois PGA, which sponsored its second annual golf extravaganza in the new Exhibition Hall of the Conrad Hilton Hotel in Chicago in mid-April, made two important discoveries but both came too late.

The first was that more exhibit space should have been set aside.

The second was that golf enthusiasts were just getting warmed up to the festivities the day the show ended. Attendance the first two days was about as expected, but on the third day the crush at the turnstiles was much greater than had been anticipated.

"Maybe our experience on the third day proves," said Harry Pezzullo, Illinois PGA president, "that in spite of the buildup on TV and radio and through the press preceding the show, it takes word-of-mouth publicity to bring many fans to an event such as this."



Added feature of this year's Illinois PGA production was a style show in which Joni Wilson (center), "Miss Pro Golf", and a Junior Miss modeled the latest in golf fashions. Harry Pezzulla introduced the young ladies.

Nearly twice as many nets were used in the 1963 production as in the first show, which as held in the huge Hilton Hotel. There were also several putting greens and traps. Nearly 30 Illinois pros were on hand to give free instruction, with the clinics going on from noon until around midnight. About 1,000 persons are estimated to have received help with their swings from the teaching pros. In addition to the many lines of golf equipment and apparel that were on exhibition, there was a collection of old playing relics that attracted much attention.

Four Great Teachers

The formal instruction sessions were held in the main ballroom with Byron Nelson, Barbara Romack, Ken Venturi and Chick Harbert presiding. During the first two days, this foursome staged afternoon and evening programs, but on the final day they were on the boards for three sessions. All departed from the usual script by devoting as much time to discussing personalities and golf strategy as to showing how the various clubs should be swung.

Harbert is particularly popular with audiences since he emphasizes dispensing with the many complications that have been introduced to the game in favor of merely concentrating on the essentials. Nelson took time out to answer ques-

tions concerning the games, personalities and future prospects of fellows such as Jack Nicklaus, Arnold Palmer, Gary Player and Tony Lema.

\$200,000 Carling 1964 Open to Eclipse All Others

The \$200,000 in prize money, which will be offered in the Carling World Open in August, 1964, will be the largest purse in golf history, but contrary to the claim originally made by the Carling Brewing Co., the winner's share, amounting to \$35,000, won't set a record. From 1954 through 1957, Bob Toski, Julius Boros, Ted Kroll and Dick Mayer each collected \$50,000 from the late George May for winning his World's Championships.

May was planning to pass out \$210,000 in 1958 for the All-American and World's for men, the Women's All-American and Women's World, and the exhibition tour featuring the winner of the World's Championship, when he folded these events after a disagreement with the PGA.

First Two in U. S.

The Carling World Open will have a field of about 140 players, 35 of whom will be from outside the U. S. Present plans call for the first two of these tournaments to be played in the U. S. with the 1966 and 1967 events going to Great Britain and Canada. The Carling Cup matches will be held this year in Toledo, Ohio, but the Carling Open, which has been played for the last decade, is being abandoned.

Second place winner in the 1964 Carling World Open will receive \$17,000 and the player who captures third will get a check for \$8,500. Prizes for fourth through ninth will be scaled downward from \$7,200 to \$4,000. The 36th place winner will get as much as \$1,000 and the 75th place winner will receive \$620. Every pro participant is guaranteed \$450.

This Startled Them

Back in the '30s the golf world was electrified when a \$15,000 purse was offered for an Agua Caliente tournament. George S. May was the first to put tournaments in the \$100,000 class. A total of \$112,000 was paid out in the recent Masters, and the Cleveland and Thunderbird Opens, to be played next month, guarantee contestants \$100,000 or more in prize money. This year's Open offers \$86,000 in purses.