



## On the Professional Side



Al Robbins, the well known Midwest golfwear salesman, who is always thinking of new ways to make shoetop catches of the player's dollar, suggests a rack such as the one shown here for displaying golf shoes.

Since it need be only about five feet high and 36-inches wide it won't take up much space and can fill in very nicely in that part of the shop that may have a rather bare look. The important thing is, though, that the display will sell shoes.

The tilted shelves should be covered with monk's cloth or heavy, decorative paper, or you may want to paint them. The top shelf might be occupied by HIS shoes (possibly black) and the middle shelf by HERS (possibly brown). Six shoes (not pairs) fit comfortably and artistically on a 36-inch shelf. The lower shelf can be devoted to displaying socks, shoe trees, shoe horns, etc. There are, of course, several combinations for showing shoes and shoe accessories.

Holder on the left upright can be used for displaying photos or catalogs of shoes that aren't carried in stock.

When displaying shoes be sure they are laced. They should be stuffed with tissue paper if you don't have enough shoe trees to go around. Show small size shoes in your displays, preferably size sixes. If you display socks, say, on the lower shelf, be sure to include a pair of red ones. As Al Robbins points out, nothing catches the customer's eye like red.

You may want to put your name or some kind of a legend in that French-curved piece above the top shelf. How about something like this: "Your professional, John Par, is proud to present the World's Finest Golf Shoes."

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Two 8½ x 11-inch paperback books that may be of use to professionals in club reconditioning and in teaching golf classes are just off the press.

"Golf Club Reconditioning" published by Lakeside Golf Center, Whalom Park, Lunenburg, Mass., can be purchased for \$2.25. "Tested Ways of Teaching Classics" by Maurine Bowling of the Physical Ed department of the University of Oklahoma is also available for \$2.25. The publisher is Wm. C. Brown Co. Publishers, 135 S. Locust st., Dubuque, Ia.

The reconditioning book runs to 32 pages. It is broken down into 32 sections. Some of the aspects of re-working clubs that are covered are: Tools and Materials, Sample Price List, Preparing the Work Shop, Refinishing and Adding Weight to Woods, Reshafting Irons, Re-Gripping and Material Suppliers. A Short Cuts and

Special Tips section also is to be found.

All the sections are quite well illustrated. The type face used in the book is a little formidable since the pages are set in Typewriter type. But probably there are enough good tips and information inside the covers to offset the poor choice of type.

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Maurine Bowling's 84-page book on class teaching may not contribute anything that is new to the mechanics of the swing, but if a pro has organizational trouble in getting his clinics off the ground, this may be a good investment. If nothing else, it may give him the basis for a step-by-step procedure in teaching classes or running clinics.

Material covered includes Teaching by Rhythm, Applying the Basic Swing to All Clubs, Selecting the Proper Approach Shot and the Importance of Putting. There are also sections on the language of golf, etiquette, types of tournaments and handicapping. The Supplementary Instruction section of Miss Bowling's book catalogs such things as special shots and common errors. This is quite valuable because some of these items may be overlooked if classes are conducted on a completely informal basis.

The book is illustrated with pen and ink drawings and is completely indexed. Best known of the professional golfers who helped Miss Bowling prepare the teaching manual is Betty Hicks.

## **21 Exempt from USGA Qualifying Rounds**

A total of 21 golfers, headed by the 1963 champion Julius Boros, are exempt from local and sectional qualifying rounds for this year's USGA Open championship. Forty-five players are exempt from local qualification but must compete in the sectional rounds for a place among the 150 who will compete at Congressional CC in Washington, D.C., June 18-20.

The list of totally exempt players includes Open champions of the past five years, the 1963 USGA Amateur champion, the 1963 British Open champion, the top ten finishers in the 1963 USGA

Open excluding champions of the past five years, and the top ten PGA money winners during the past year who are not otherwise qualified.

### **Local Exemptions**

Those exempt from local qualification only include Open champions prior to 1959, former USGA amateur champions, former British Open champions and former PGA champions. Members of the last Walker Cup, Americas Cup, World Amateur and PGA Ryder Cup teams are also exempt from local qualification. In addition, the low 20 scores in the 1963 Open and the 1963 PGA championship and the top PGA money winners during the past year are qualified for the sectional matches.

A total of 2,380 entries were accepted for the 1964 championship as compared to a 1962 record of 2,474. Last year's entries totaled 2,392. Local qualifying rounds were held May 25-26 and sectional matches are scheduled for June 8-9.

## **1,240 PGA Pros Vie For 84 Qualifying Positions**

A total of 1,240 professionals will attempt to qualify for the 46th PGA Championship, which will be played at Columbus (O.) CC, July 16-19. The Championship field will be made up of 168 players. Minimum prize money is \$50,000.

All of the 34 local sections held their 36-hole qualifying rounds between June 1 and June 8. Qualifying for players on the tour was held at Westchester CC in Rye, N.Y. on June 2. Half of the spots in the Championship were on the line in the qualifying heats. The PGA exempts another 84 players or puts them on an approved tournament players' list for the Championship.

### **Met PGA Gets Six Spots**

Metropolitan PGA is allotted the most qualifying spots — six. Northern California is given five and the Illinois, Michigan, Mid-Atlantic and Northern Ohio sections each get four. Because the tournament is being played in Columbus, the Southern Ohio section gets three regular qualifying places plus two complimentary ones.