



Metropolitan Golf Writers cited these men for their contributions to golf at the recent MGW banquet held in New York. They are (l to r): Chick Evans, for his devotion to the game; Sam Snead, Gold Tee award for the man who did the most for golf during 1957; Frank Pace, Jr., for his work in promoting international golf; and Francis Ouimet, for his accomplishments over a span of 45 years. Dick Mayer (not pictured) got the Pro Golfer of the Year award.

## Betty Hicks Queries Women on Golf Clubs and Balls

Clinics for women golfers, as conducted by leading women pros, are paying off at the pros shops more each year. The pro girls work smartly on these affairs and are away ahead of the tournament men as sales missionaries, according to what club pros say.

The girl pros come right out and strongly boost their own line of golf goods along with the local pro; furthermore the ladies snoop around in making some market research of value to the local professional. One example of this sort of investigating that points to sales was provided by Betty Hicks of the Wilson staff at a Pacific Coast women's invitation meet last fall.

### Queries 120 Women

Betty questioned 120 women whose handicaps were from 3 through 35.

She discovered that:

26 per cent of the players didn't know what kind of a ball they were playing in that particular round.

60 per cent of the women in the field said they played with whatever ball they won on ladies' day or whatever kind their husbands gave them.

Only 40 per cent of the women, up to 10 handicap, knew what golf ball compression meant; 21 per cent of those with handicaps 11 through 20 knew about compression; no player over 21 handicap had ever heard of compression or that

players of varying skills should use different compression golf balls.

Ten per cent of the players did not know what brand of woods they were using. Average age of woods: 3.6 years.

Six per cent of the players did not know what brand of irons they were using. Average age of irons: 4.3 years.

And, 36 per cent of the players did not know what brand of putter they were using.

Twenty per cent of the woods and 25 per cent of the irons were more than 5 years old.

## Golf Writers' Tourney

Annual tournament of the Golf Writers Assn. of America at the Dunes Golf & Beach Club, Myrtle Beach, S. C., will be played Monday, March 31. Members are asked by GWA sec., Charles Bartlett, to notify Jimmy D'Angelo, Dunes pro, immediately if they plan to be present.

Annual meeting of the GWA will be at 10:30 a. m., Thursday, Apr. 3, (first day of the Masters) in the Trophy room at the Augusta National GC. Des Sullivan of the Newark (N. J.) Evening News is the association's pres.

## Western Seniors Tourney

The Western Seniors Golf Assn. will hold its annual tournament at Tulsa CC, June 17-19. It will start three days after the Open is concluded at Southern Hills. Les Hoss is general tournament chmn.