



## THE PARGO ELECTRIC GOLF CAR

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DEALERSHIPS AVAILABLE

\*36-Volts — 6 Batteries

### Miller Moves All-Star Show Back One Hour

"All-Star Golf", which again is being sponsored on TV by Miller Brewing Co., Milwaukee, starting Oct. 11 and continuing for 26 consecutive Saturdays, will be seen in all time zones from 5 to 6 p. m. By presenting the show an hour later than last year, the sponsors feel that there will be no chance of conflict with football and basketball telecasts.

The series will retain the same basic format as the 1957-58 shows. Prize and bonus money will be the same as last year but a flip of the coin won't decide the winners in case of ties. The contestants will return the following week to play another 18-hole match to break the deadlock and prize money will be doubled. Dick Danehe, West Coast sportscaster and former pro football player with San Francisco, will handle the commentary.

### Pocono Turf Officers

New officers of the Pocono Turfgrass Assn. are: Weldon Garrison, Shawnee, Pa. pres., Frank Nause, Hazleton, vp, Ted Weiser, Scranton, treas., Bob Dunn, Dallas, secy. and Sam Spenser, Lehman, dir.

### Big Push Yet to Come

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better buys than inferior new ones bought in the stores and will match the price of the cheaper new clubs. If you keep preaching this in your pro shop, you'll convert most of your women players to this thinking."

Selling women's clubs through the clinic and group lesson approach, of course, is pretty much of a patented idea, but Jack Murphy of the Vestavia CC in Birmingham feels that too many pros are giving up on this tried and true method too soon. "After one or two lessons," says Murphy, "many pros junk the idea, especially if they don't make any sales. I think it should be carried on at least once a month all season even if only two or three women attend the clinics. There's no law saying that a woman who doesn't buy clubs in May won't buy them in September."

### Shows Them the Difference

One of Murphy's favorite stratagems is to check a woman's store bought clubs, which usually are ill-fitted, and ask her to try pro-only brands that are correct for her in shaft-length, weight, etc. After swinging correctly fitted clubs only a few