

Junior Golf Schooling Assures Big Market in Future

THERE are 60 million Americans under 18 years of age.

When our population of 175 million increases to more than 200 million in a little more than the next 10 years, there will be at least 75 million youngsters under 18.

The estimated population increase is the basis for a highly optimistic view of the future of golf. To take advantage of the marketing opportunities that will be afforded by the growth of the population, golf has an extensive prep school operation in developing potential customers.

The professionals are doing the educational job in a way that offsets the somewhat dreary prospects of private club memberships at their prevailing high costs for young men in metropolitan areas.

Private clubs had better be looking ahead 10 to 15 years when the crop of young golfers, now being raised by the pros, becomes membership prospects and replacements for the retiring ones.

Golf Ties in With Schools

Many of the pros' Junior groups are coordinated with school physical education programs.

Mike Bencriscutto, professional at Washington Park Golf Club, one of the Racine (Wis.) Park Board courses, conducts boys' and girls' golf classes that practically have as their graduating exercises the annual city Junior championships.

The boys' championship has a field of approximately 130 each year. Racine sportsmen and merchants offer about \$400 worth of prizes for the boys. The girls' annual tournament is smaller, but it has begun to spurt in the past two years.

Officials of the Racine Board of Education and of the city's Park Board are enthusiastic endorsers of the Washington Park professional's Junior program. Bencriscutto says that the encouragement and aid of the school system and park board men has made possible the operation of a program that he is confident can be used as a model in linking school and parks operations for highly valuable public serv-



Shawnee Mission school girls warm up, discuss their games before teeing off in Scotch foursome in Kansas City.



Al Patterson, (second from left), assistant pro at Ft. Myers (Fla.) CC, assists in presentation of Junior trophies.



Mike Bencriscutto, pro at Washington Park, Racine, Wis., has encouraging words for city's young golf stars.

ice to boys and girls.

Hobby of High School Girls

In most cities the boys' golf programs run away with the show, but not in Kansas City where one of the most interesting developments in high school girls' golf started several years ago.

After Johnnie Walker, a MacGregor salesman, moved to Kansas City from Chicago, his wife began teaching at the Shawnee-Mission high school in a Kansas City suburban area where there are many golf clubs.

The school has a "hobby club" program that is part of the daily schedule. Golf wasn't among the organized hobbies of the girls although the school had considerable golf activity among the boys and a number of fine boy golfers. Mrs. Walker saw a need for a girls' golf club and had no trouble getting one started.

The club meets weekly. Interest always has been high. Pros in the K. C. area come to the school and give clinics and suggestions. Harry Robb and Buster Mills, professionals at Milburn CC (only a few blocks from the school) conducted a month-long series of group lessons at Shawnee-Mission. They charged the girls nothing. The students presented Harry and Buster with gifts of appreciation.

Golf Films Used

Mrs. Walker gets golf films to show the girls. At some meetings, rules and golf etiquette are discussed. Putting contests are held and, if weather permits, the girls practice outdoors. Gertrude Welch, a mathematics teacher at Shawnee-Mission, and co-sponsor with Mrs. Walker of the girls' golf club, takes motion pictures of the girls' swings. The films have proved a valuable instruction aid.

Each spring the club conducts a tournament to determine the school's girl champion. Milburn and Quivira country clubs cheerfully cooperate in being hosts to the girls' events. The sight of a bunch of pretty lassies who have perfect golf manners and play good golf is one that club members enjoy.

Several of the high school girl golfers have developed conspicuous talent. Janet Severin, in first club at the school, became Kansas City women's match play champion. Kaya Caldwell has won the city Junior title several times and the Missouri State Women's title. Jo Lynne Talbot has won the school girls' championship and the Kansas City junior championship. A member of the present club is Diane, daughter



Plenty of baseball talent was on hand to help launch new million-dollar El Camino G & CC, Oceanside, Calif., which put its first 9 in play in mid-January. Duke Snyder, Don Drysdale, Pete Collins, George Metkovich, Hank Sauer, Billy Conso and Peanuts Lowry were among present and ex-major league players to test the new layout, the second 9 of which will be ready in June. Bill Bell designed El Camino which has illuminated practice fairway, driving and chipping ranges and practice green. Eddie Hamilton is pro. John A. Steiger, Wilson and Tommy Atkins were promoters.

of Darrell Wilson, Quivira CC pro, who has been very helpful to the youngsters.

Louise Suggs, Bob Toski, and other touring professionals have taken time to go to the school and talk to the girls. Mrs. Walker says that the kids are thrilled and immensely helped by the visits of noted golfers.

Kansas athletic rules prohibit inter-school competition among girls. But last spring the Shawnee-Mission Girls' Golf Club was permitted to have friendly matches with Topeka and Washington High girls and the S-M girls were hosts to return matches at Victory Hills CC. These events are pleasant social affairs as well as competitive events and so are the Scotch foursomes with the school boys' team golfers.

Patterson Tells of Boys' Club

Another club of Junior golfers that has pro department sponsorship and aid, but which the youngsters conduct practically on their own, is the Fort Myers (Fla.) Junior Golf Club.

Professional Roland Wingate of the Fort Myers GC and his assistants, Alan and Pres Patterson, coach the youngsters and are available for advice and help when asked. But they've encouraged the lads to educate themselves and act as responsible members of a first class country club. The boys have done very well and have earned high praise from Fort Myers adult golfers.