

*Southern
Courses*

new discovery!

LINCK'S TAT-42

**Kills weeds *before* they grow in
Bermuda or St. Augustine turf**

This remarkable new pre-emergence control destroys germinating seeds of weedy grasses and broadleaf weeds. Selective, can't harm turf. One application continues effective on greens or fairway for 3 months or *more*.

Whether your St. Augustine or Bermuda turf is established or newly sprigged, TAT-42 permits luxurious, thick-knit growth without weed competition for months. Easily applied by sprayer.

KILLS Crowsfoot (silver crab), Crab-

grass, Dallis Grass, Pursley, Ragweed, Goosegrass, Knotweed, Witchgrass, Chickweed, Spurge, emerged Poa annua, and many others. Speeds elimination of overseeded rye during transition period in Spring. Does not interfere with germination of newly seeded rye the following Fall.

If your supplier doesn't have TAT-42 yet, write immediately for full information and prices.

*Northern
Courses*

DI-MET P.C.C.

**Pre-emergence
Crabgrass Control**

KILLS CRABGRASS *before* it grows!

Destroys Crabgrass Seeds in The Soil

Applied before crabgrass seeds germinate, DI-MET P.C.C. does a thorough, selective job. Long-lasting residual action continues effective for years. Needs only a "booster shot" of 3 to 4 lbs. per 1,000 sq. ft. annually after the first year's treatment to maintain turf that's almost 100% *free of crabgrass*. Besides crabgrass,

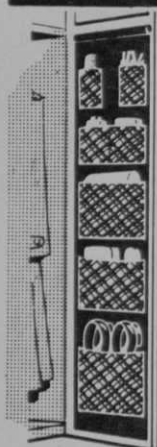
it kills chickweed, grubproofs, controls poa annua.

Based on principles developed over 7 years by Dr. W. H. Daniel, noted turf specialist from Purdue University. Brought to you by a manufacturer with over 25 years' know-how in turf maintenance.

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CC, is new pres., Detroit District Golf Assn. . . . Construction under way on 18-hole course of new Whispering Winds CC, Charleston, S. C. . . . Probability of another 9-hole (eventually 18) course at Hilo, Hawaii, on Bishop estate property, with Willard Wilkinson planning the course for the County.

Jim Johnson, well known Detroit district pro, selected from more than 60 applicants to be 11th pro in 62-year history of Harrisburg (Pa.) CC . . . New 18-hole semi-private club at Sanford, Fla., Seminole GC, opens . . . K. P. Cutler and wife manage the club . . . Pro is Terry DeMars, formerly asst. to Art Millea at Pine Hills CC, Orlando . . . DeMars started in pro golf at Tedesco GC, Swampscott, Mass., lost his left leg in the Battle of the Bulge and was advised by Army doctors to return to golf where he's done well as a teacher . . . Parallel to the story of the famous Ernest Jones.

Begin building Chatmoss G&CC, Greensboro, N. C., plans of Ellis Maples . . . Open new 9-hole Monroe (Ga.) GC . . . T. R. Stapp is mgr.-supt. . . . Ottumwa (Ia.) CC to enlarge course from 9 to 18, enlarge and modernize clubhouse, water fairways and build new pro shop and

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Jimmy Demaret and Jackie Burke, Jr., with Cushman Electric Golfers—The Champions Golf Course, Houston, Texas

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CUSHMAN Electric Golfer."

report

**Jimmy Demaret and
 Jackie Burke, Jr.**



Here's the way to get the last ounce of enjoyment from golf. The kitten-quiet Cushman Electric Golfer eliminates fatigue—enables you to play the last shot as crisply as the first. Produced by the nation's leading manufacturer of light vehicles, it's a top value for comfort, enjoyment, and performance.

- Roomy, all-steel, comfort-built body
- More convenient speed selector switch
- New foot control switch for longer service life
- Extra heavy-duty leading link front fork
- Rear wheel suspension pivoted in rubber
- Airplane type shock absorbers front and rear
- Multiple V-belt and differential drive
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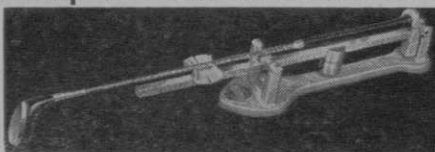
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Hand made to fit You

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World's Largest Custom Club Maker

course equipment barn . . . Dave Bonella has been pro at Ottumwa for 34 years.

Ernest Schneider, formerly supt., Evansville (Ind.) CC now is supt., Big Spring GC, Louisville, Ky. . . . Bill Roach from Sea Island (Ga.) club to pro job at Westmoreland CC, Pittsburgh, Pa. . . . Archie Davis to Miles City (Mont.) Town & CC as pro-mgr.

H. H. (Babe) Moore to South Moor CC, Charleston, W. Va., as pro . . . Jack Bender is pro-mgr. of Ponce (Puerto Rico) CC, the new and very attractive course designed by Al Tull . . . Bender says course already is getting a big play from those who visit the Caribbean (south) side of the island . . . Begin building first 9 of new Capital City CC eventual 18 at Austin, Tex.

George Cobb working with Orangeburg (S. C.) CC about problem of building 18 on new site or trying to stretch out present 9 . . . Club has been offered new sites free by property owners, one of whom has offered to pay for building new course and clubhouse . . . Boulder City (Nev.) dream of a golf course which began with lease of government land 11 years ago
(Continued on page 93)

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RAMUC®: America's No. 1 swimming pool enamel. Proved in over 22,000 pools. *Ramuc* is a natural rubber-base paint that goes on easily, leaves a gleaming, tile-like finish that's easy to clean. Keeps your pool inviting season after season. You *don't* have to paint every year. Won't powder, blister, or flake; fade-resistant. In 12 refreshing pastel colors.

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Ted Kroll (right) professional, new De Soto Lakes Golf and Country Club, Sarasota, Fla., and 3-year member of the Ryder Cup Team, with his personal Victor Model 36 Electri-Car.

“We picked the best for De Soto Lakes when we chose Victor Electri-Cars”

says Ted Kroll, world famous professional

“We feel we have the finest golf course in Florida,” says Ted Kroll, 1956 winner of the World’s Championship of Golf, “so naturally we wanted the best golf cars. After testing them all, we chose a fleet of 1959 Victor Model 36 Golf Cars exclusively to rent to our members.

“Victors give us more rounds between battery recharging and they’re especially gentle on our fairways. Upkeep? Prac-

tically nil! Victor’s Dynapower motor takes hills better, lasts longer. The heavy-duty batteries deliver day-in, day-out service without a hitch.”

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Now...**NEW TOP-FLITES** by Spalding



IN BOTH MEN'S AND WOMEN'S MODELS!



Don't forget, sell long-distance
SPALDING DOTS

Now, women, too, can enjoy the superb playability of Spalding TOP-FLITES. And the '59 Registered models are the finest clubs made. Only Spalding could do it!

Tee off with the powerful new "Hydrosealed Woods." High-impact nylon face insert adds yardage and lasting beauty; a Super Sole Plate adds extra years of life.

Zero in on the green with the gleaming "perma-finish" irons. The new blade has a wider hitting area, with a round leading edge designed to dig out the ball, not dig into the turf. And the shafts are reverse threaded into the head. There's no pin to work loose—ever!

Every set of the new '59 TOP-FLITES is perfectly matched, scientifically coordinated as to weight and shaft flexibility to feel and swing alike. That's because they are SYNCHRO-DYNED, a Spalding exclusive.

TOP-FLITES are sold through pro shops only.





If you're treating the lady like a worm, you can be sure it's costing you money

Change Your Attitude On Women Golfers

Illustrated by Bill O'Brien

By HELEN MACDONALD

MANY professionals have an archaic approach to the problem of selling lessons and merchandise to their women members and players.

They have forgotten, or perhaps never knew, that women "grew up" during the last war and no longer are content to be treated like a cross between the village idiot and something left over from the Queen Victoria era.

I have sold thousands of lessons and sets of clubs to women in the past 26 years. I find them highly appreciative when treated as if they were just as important and intelligent as a male customer. Which, I might add, they are.

I ask the same questions of a woman

customer as of a man when I am trying to sell her some clubs. I give her the same attention a man gets when she asks about the importance of club weight, length, or other data so far as helping her game goes.

Women, traditionally better shoppers than their husbands, are not content with any but the finest merchandise, assuming they have the money to spend, as most seem to these days. I also find that most insist on a complete set of clubs, although I suggest to the rank beginner that she start with four irons — 3, 5, 7 and 9 — plus putter and two woods. Somehow the initial outlay for a full set of clubs seems to frighten off women who never have played. Once bitten by the golf bug, however, they usually return for more clubs to fill in the gaps.

Feels Like A Worm

I have tried to analyze what is lacking in the sales' approach of some professionals to their feminine customers. A chance

Helen MacDonald, one of the first of the women pros, operates a golf studio at 18 E. Erie St. in Chicago.

remark by one of my pupils gave me what I believe is a most revealing answer.

"When I go to our club pro for a lesson," she said, "I come away feeling like a worm."

It seems to me that too many professionals have forgotten that they, like businessmen in any other trade, are servants, at least, while they are actually engaged in teaching or in selling merchandise.

By this I don't mean to suggest that they be obsequious or permit members or players to "step" on them. But I do believe their first thought should be: "How can I best satisfy the needs of this valued client?"

But many pros either don't know or don't think it matters that they are no longer dealing with women who are housewives and nothing more. This may have been true 25 or 30 years ago. It isn't now. Today the pro may be speaking in patronizing terms to women who hold medical or law degrees, who are teachers, psychologists or heads of their own business firms, or if some still are primarily housewives, are very well educated.

Is it any wonder, then, that when an intelligent woman finds herself being brushed off with only a half-hearted attempt to satisfy her, she takes her business elsewhere?

Suppose you went into a shop to buy some socks or a suit, and the clerk grabbed the first ones that came to hand, regardless of whether they met your requirements for size, color or price, and said: "Here, this is what you want."

Wouldn't your reaction be that you were dealing with someone who either was too ignorant to help you or simply didn't care whether you were satisfied or not?

Polite But Uninterested

Many of my women patrons tell me this is approximately the treatment they get from their club professional. He is polite enough, they say, but uninterested.

This attitude becomes even more apparent when it varies with the customer. Don't think women fail to notice it when the professional spends twice as much time helping Mrs. Jones, the club champion, select new clubs or correct some hitch in her swing as he does with Mrs. Smith, who is lucky to break 110.

They notice and they remember! I dare say that many a professional who is surprised to find himself out of a job at the end of the season never connects his dismissal with the fact that he has been indifferent, if not rude, to a portion of his

FBI Investigating Theft of Acushnet Golf Balls

The FBI is investigating the theft of \$130,000 in golf balls taken from the parking area of a Chicago truck company late in January. The balls were to be delivered to the Chicago warehouse of the Acushnet Process Co., and had been shipped from the firm's New Bedford, Mass. plant. Since the shipment was in interstate commerce, the FBI automatically entered the case.

Stolen from a trailer, parked in the trucking company lot, were 403 shipping cartons of balls, 99 of which were still in the trailer when it was found abandoned on the outskirts of Chicago. Missing were 9,000 doz. Titleists and more than 5,000 doz. Green Rays, Pinnacles and Club Specialists. All are pro line.

Pros or others who know or hear of Acushnet balls being offered for sale through unusual channels or under questionable circumstances are asked to get in touch with the nearest FBI office.

feminine members. Men heed their wives when it comes to hiring and firing employees.

Papa listens to Mama, and don't forget it!

Some professionals make no secret of their dislike for teaching women golfers. Yet, in many clubs the women golfers take more lessons than their sons and husbands. Surveys also have shown that many country clubs could not survive without the money spent by women. So don't alienate this lucrative income source.

I believe I am qualified to discuss the best approach to dealing with women customers, since my experience with feminine golfers dates back to 1931.

In those days, long after men's clubs were being made in different weights, lengths and degrees of flexibility, people still had the notion that clubs of a single weight and length were good enough for all women, no matter how they might differ in physical build or golfing capability.

Husbands even cut down their old clubs and gave them to their golfing wives, entirely disregarding the ruined balance of the clubs which made it impossible for a woman to play her best.

Tailored Clubs

So, I persuaded one company to send me on the road to sell the advantages of

(Continued on page 124)

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 Benciscutto, 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 endorers of the Washington Park professional's Junior program. Benciscutto 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 Benciscutto, 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 Conzolo 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 interschool 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.