



Milwaukee Journal photo.

GALLAGHER SHOWS 'EM HOW

Here's a flashlight showing Jim Gallagher, PGA traveling club-maker, demonstrating before members of the Wisconsin PGA the proper use of the tools he has developed for efficient club-making.

During the past season, Gallagher visited approximately 300 pro shops to demonstrate how bench repairs with proper tools can eliminate almost all of the delays formerly required in sending a club to the factory for repair.

but we are not in that kind of business. We are specialists and must concentrate upon high grade merchandise and hand made golf clubs. We are in a position to make, as well as repair, our own hickory shafted clubs and steel shafted clubs. In addition we have the knowledge and ability to select full finished clubs of the proper balance and quality from the lines of the leading manufacturers, who are now concentrating on giving the pros more for their money than they have ever before received.

By dispensing with the PGA trade marked balls the manufacturers have made it possible for us to enrich our treasury to the point where it will allow us to put three men on the road in the spring of the year for educational and promotional work, which work, as has already been proven, will be very valuable and instructive to the professional.

This educational program contemplates furnishing the services of three field men. Mr. Gallagher, of course, is to be one of them. One other is to be of the same high type, with the same knowledge and experience as Mr. Gallagher and to do the same work as he is now doing. The third is to be a greens expert with complete knowledge of golf course maintenance and, if possible, golf course construction. These

men are to concentrate on PGA members only and will cover every section thoroughly. In fact, Mr. Gallagher will cover the south this winter. He has already covered portions of the west and those who have seen his demonstrations are highly enthusiastic about his work and the good they have derived therefrom. They have been quite free with their expressions of approval and appreciation, which naturally leads us to believe that such work is much needed and desired.

PGA Issues Clip Sheet for Golf Writers

PUBLICITY committee of the PGA now is issuing a clip sheet of news items concerning the pros' activities and general golf news. Copies of the clip sheet are sent to golf writers on all metropolitan dailies and sports magazines and to sports departments of many of the smaller daily newspapers. PGA sectional officials also receive a copy of the clip sheet as issued. Elmer Biggs, pro at Peoria (Ill.) C. C., who is chairman of the PGA publicity committee will welcome any news tips or suggestions of national interest, for use in the clip sheet. Other members of the publicity committee are R. W. Treacy and Ed Newkirk.