

in an annual golf tournament in which there are 8 flights.

"Another idea creating considerable interest is playing golf with some neighboring town's club with each club entering a 12-man team. Of course the 12-man team does not always consists of the same individuals. The neighboring club at a later date returns our visit by playing on our course. These trips had to be discontinued during the war period due to gasoline rationing, etc., but they have and will become popular as more people accompany the teams.

"We have made a 5-room apartment on the third floor of the clubhouse to accommodate the caretaker, his wife, and family. They are the only permanent help we have through the winter but naturally we have extra help outside during the summer. We have made no recent changes in the course only attempting to keep it in the best condition possible. The clubhouse has been repainted and redecorated with new draperies acquired. We have had to enlarge the locker room, and as soon as material is available, it is our intention to enlarge the first floor making larger rooms for the ladies' locker room, commissary, etc.

Year-Around Program

"Located on the north side of our property is a small lake containing a considerable number of fish. Since many of our members like to fish, the lake is used all summer, and likewise for skating in the winter months. We also have a skeet shoot which will again become more active as soon as ammunition is available.

"I believe our yearly dues are very reasonable being only \$30.00. We do have other means of income as the club is in demand constantly throughout the year for civic activities, dinners, meetings, etc."

The total operating cost of the club for 1945 was \$4,733.80. Its course is 9 holes with sand greens and provides many interesting shot possibilities.

The club is definitely a civic asset of a busy, tranquil and flourishing agriculture, cattle and industrial little town in which 70% of the residents own their own homes. In the old days Wild Bill Hickok was its own marshal when the cowboys brought Texas cattle to Abilene for shipping. But now all is peace in Abilene and the man with a hot putter can keep the sportively inclined well under control.

Greenkeepers' Testimonials As Public Relations Help

There's been a lot said about the problem of raising the public recognition of the golf course superintendent to the degree merited by the man primarily responsible for playing conditions at the clubs. There has been decided advance in this respect during the past 10 years, especially since the tie-up with colleges has helped to give many greenkeepers more confidence and more experience in publicly expressing themselves.

Another factor that has helped improve the public relations status of the course superintendents is the interest in home lawn maintenance to a far higher general standard than was the case a decade ago. Everybody who begins to take an interest in his own lawn, and especially in these days of high prices for garden labor, soon learns to consider the man who establishes and maintains golf course turf as the ranking expert on grass.

Greenkeepers have seen that factor develop to the extent that it's common for men in charge of golf courses to be consulted by members who seek sound advice not only on turf but on other phases of landscaping care.

But what has that meant in added income or a general public increase of respect for the greenkeeper's professional

status? The fact is that it has meant very little.

Nevertheless, there are indications that greenkeepers may be on the threshold of cashing in. Surveys by marketing and advertising experts have disclosed that the superintendent of a well maintained golf club now has top standing with many home lawn and garden fans as an authority whose guidance they can depend upon implicitly.

The next step then, according to several advertising men who have been concerned with such surveys, is use of product testimonials by greenkeepers for use in advertising to the general public. Such testimonials wouldn't be forthcoming unless the greenkeeper's experience with the product had been sufficient to warrant his endorsement. His professional reputation among his colleagues in greenkeeping, and with officials and members of his club would be at stake, and he would not take the risk of approving a product of questionable merit.

The widespread use of phony testimonials, for which handsome sums are paid by advertisers to people who may not use the product, or not be qualified for authoritative expression concerning it even if they did use it, exhibits the popularity of testimonial advertising. With the valid, honest evidence of greenkeepers' endorsement a testimonial would have

full legitimacy and force in influencing potential customers.

Because of the smaller and specialized nature of the markets in which greenkeepers' testimonials would have effect there never would be the money in testimonial income that the star pros, for instance, get for endorsing products in extensive general marketing. However, what the greenkeeper would get in cash for honorable and helpful use of his testimonial would be better than he's now getting for his earnest word-of-mouth endorsement—and that's nothing. Furthermore the publicity received by greenkeepers in the garden and home magazines and other places where advertising turf materials appear would be a substantial element in building up the public standing of the competent greenkeeping authorities, individually and collectively.

When the advertising managers and agents for domestic turf supplies really get going to capitalize on the course superintendent's use and endorsement of a product, the greenkeepers will get a lot of valuable, needed publicity.

Clubs Should Sponsor Young War Veterans' Leagues

By FRANCIS GALLETT

Pro, Blue Mound CC (Milwaukee Dist.)

At the beginning of this season pros of Milwaukee district clubs met at Blue Mound and discussed starting a golf league of teams from among young war veterans at their clubs. That's as far as we got; just discussing. So we pros and our clubs, in my opinion, failed to launch something that would have been sportsmanlike recognition of the performance of these lads in fighting, while we were able to stay at home and play. We likewise failed to originate and encourage an activity that probably would be very sound foresight for the clubs and pros.

Perhaps next year we'll do something about it in our district. And in other districts the private clubs and their pros may get together to care for this blind spot in good club programs.

Of course one way to look at the proposition is that of recalling that when we older fellows, pro and members, came back from World War I no signal recognition was extended to us by clubs in those younger days of American golf. But conditions are much different now.

Many of the youngsters who have come back from the war are in their early 20s and were pupils and friends of ours in our junior classes. One of the lads at my club, famed for his war feats as a torpedo

bomber, I used to carry piggy-back when he came out to the club. I put into his hands the first golf club he ever held and as a class, and later an individual pupil of mine, the boy became quite a good golfer. He was too busy during the war to get much time for golf. So were thousands of other lads we pros have known at our clubs ever since they were wee bairns.

Now with the boys back they see clubs filled with members, with long waiting lists and initiation and annual dues beyond the means of most young men. Junior membership play is practically discouraged at many of the better clubs. Club officials and even the parents of the lads don't appreciate that condition keenly enough, nor do as many pros as should, in taking a long-range view of their clubs' best interests. But you may be pretty sure that the smart young men back from the war sense the situation and don't feel any too cheerful about it.

So what are we older fellows going to do? Just let things slide simply because nothing such as I suggest was done for us when we got out of uniform many years ago? If we do I think we'll be making a mistake in not giving encouragement to young men who eventually must become the replacement battalions in our club memberships. It'll give all of us, members and pros, a lift to see fresh young blood back in action at our clubs and we'll feel better, I know, in doing a little, but thoughtful, thing for kids who did so much for us.

I further am very positively of the opinion that the inter-club league competition idea should be carried into our junior activities so the teen age boys and girls who've grown up in our classes get the benefit and pleasure of competitive experience. It's too late in the north to get any action along this line this season but southern and southwestern clubs could put the idea into work. The administrations of clubs and pros who are planning their 1947 activities also would do well to give thought to this proposal.

REMEMBER

the annual Fall Issue is Golfdom's last issue of each year. Your next Golfdom will be the January 1947 issue. So—Merry Christmas, Happy New Year and best wishes for a record year ahead, from the Golfdom staff.