

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

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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.