

# MERILITE presents the SENSATIONAL NEW GALLET GREENMASTER

.. FIRST SUCCESSFUL PLASTIC PUTTER in Golf History!



Most amazing club in years! A streamlined beauty of a putter, designed on a radically new principle that automatically corrects the stance — keeps head, stroke and ball always in same plane with cup. Created by Francis Gallett, noted Milwaukee pro and clubmaker. Fabricated with MERILITE: tough, resilient, nick-resisting, impervious to weather.

**"Greatest Putter I've  
Ever Used," says a  
World-Famous Star**

One of golf's all-time greats recently tried out a Gallett GREENMASTER, said it excelled anything he'd ever used for ease and putt-sinking accuracy. Par shooters and duffers alike rave over this wonder club. Let them get their hands on one, and they'll never part with it! Flashing ebony or cherry-colored head; steel shaft; edgefold leather grip. Engineered counter-balanced weight; no exposed screws or weights. Put in a stock now and get ready for the landslide demand when the season opens!

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- ★ Made with tough, resilient MERILITE, new wonder plastic — guaranteed ONE FULL YEAR.
- ★ Impervious to weather — resistant to nicking and scarring
- ★ Automatically corrects stance; gives "that putting feel"
- ★ Engineered counter-balanced weight inside head — no exposed screws or weights
- ★ Retails at \$12.50. SELLS ON SIGHT!



## Coming! MERILITE PLASTIC WOODS

Even more sensational than the GREENMASTER—resilient head gives amazing distance. For next season delivery. Investigate now!

**SOLD ONLY THROUGH RECOGNIZED PROS**

## 2. TRAINING SCHEDULE

The golf profession requires a trainee to serve 3 consecutive years as an assistant golf professional, before being recognized as a golf professional. The golf profession recognizes one year training to be that consisting of 7 or more months training per season, which runs from March to November of each year. Therefore this program will consist of 24 months training scheduled as follows:

### SERVICE AND REPAIRS TO GOLF EQUIPMENT

Cleaning and polishing clubs .....	346.6 Hours
Repairing golf clubs .....	346.6 "

### MERCHANDISING OF EQUIPMENT IN PRO SHOP

Arrange display of merchandise .....	173.3 "
Purchase of equipment and supplies .....	519.9 "
Sells to customers .....	519.9 "
Bookkeeping and accounting .....	173.3 "

### TEACHER TRAINING

Golf rules, regulations and terminology .....	43.3 "
Pupil-Teacher relations .....	43.3 "
Proper selection and uses of clubs .....	259.9 "
Practice for personal skill (supervised and not supervised) .....	693.2 "
Practice — Teaching. Instruction of learners .....	1039.9 "

Total (24 Months) 4159.2 "

## 3. TRAINING FACILITIES

- (a) Equipment. A complete country club building with all supplies required for players. Equipment such as an electrically driven buffing machine, special built scale for weighing clubs for actual weight and swinging

weight, an assortment of all required tools for golf club repairs.

- (b) Personal Qualifications and procedure:—Instructions will be given by the Golf Professional who has had 22 years experience as a Professional.
- (c) The trainee will be issued manuals and related reading material to study and will be graded by his advancement in this field. All training material and special assignments will be under the supervision of his immediate superior, the Golf Professional, who in this case operates the Pro-Shop and related activities. It will also be required that the trainee practice golf at least one hour each day to improve his playing and to be on the alert to spot errors in the swing and correct same.

## 4. COMPENSATION FOR TRAINING PERIOD

The trainee shall work the same hours and be subject to the same conditions of employment as a journeyman in the trade. Credit on the term of training will be given for only the actual hours on duty.

The trainee's starting wages shall be \$80.00 per month and this will be periodically increased, commensurate with his ability to learn, retain and apply himself until he reaches the objective, which is the rate he can demand for the profession and is at least \$400 per month. This he should attain at the completion of his training schedule.

The following periodical wage increases will be followed in accordance with the terms of the above paragraph:

First year consisting of 8 months from March 15, 1946 to November 15, 1946 .....	\$80.00 per month
Second year consisting of same 8 months period for that year, 1947 .....	\$90.00 per month
Third year consisting of same 8 months period for that year, 1948 .....	\$100.00 per month

## CLUB GIVES DAVIS ANNIVERSARY GIFT

Pres. R. W. Mallott of Ridgemoor CC (Chicago dist.) gives pro Howard Davis keys to new Dodge car which was club's gift to the pro as expression of its appreciation for 25 years of faithful, expert and pleasant service.



# MacDonald's BAG-SHAG IS BACK!

*And in time for Christmas, too!*

BAG-SHAG, automatic golf ball retriever, the baby of that ingenious Scotsman, Ian MacDonald, is here again to take the *work* out of practice workout!


Made of cast aluminum and sturdy, bright colored canvas, BAG-SHAG weighs practically nothing, yet can take a whale of a beating.

Your members will bless you the year 'round for BAG-SHAG. So will their wives, sweethearts, family and friends, for BAG-SHAG is the irresistible answer to that despairing question, "What can I give him for Christmas?"

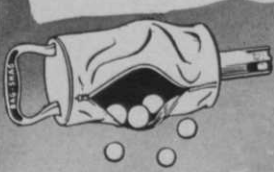
Golfers ask your pro. Pros write us today for discounts. We can fill any order.

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*Doubles practice time.  
Shags and bags ball  
with single hand motion.  
No stoop!*



*Roomy canvas bag holds  
70 or more balls. Instantly  
opened or closed with  
non-sticking zipper.*

**MAKES PRACTICE A PLEASURE**

# Gen. Ike's Home Town Boasts Attractive Club



There's always something doing at the Abilene CC.

Abilene, Kan., has a population of slightly more than 6,000 according to the 1940 census. You're read of Abilene, but you may have forgotten why you happened to see its name. It's the home town of Gen. Eisenhower. The town has another distinction as far as golfers in Kansas are concerned. It's also the home of one of the liveliest and most attractive small-town country clubs in the United States.

The Abilene CC now has about 160 members and a program of golf events and other entertainment that make the club not only a community center but a delight for pleasant and vigorous people who are its invited guests from many miles throughout eastern central Kansas.

What makes the Abilene club click and has put it on a solid financial basis? The answers are given by Kenneth Smith, Abilene automobile dealer, who is president of the club.

Says Smith:

"We are rather proud of our club for several reasons, and particularly for its activities during the past few years.

"First, of course, is the fact that we were able to continue operations during those years when almost all of the small towns in this vicinity have had to close their clubs.

"Second, we are free from any debts and our treasury is in a satisfactory condition. We owe this to a continuously active interest in the club by those members not in military service. Also, during the years 1943-44 and '45, we made available to those who wished to participate, a membership which we termed 'associate'.

"Associate members owned no stock so had no voice in management but they had the same social and playing privileges as stock members. This plan was accepted by a goodly number of people, and when the

plan was discontinued the fore part of 1946 because it was felt the plan was no longer needed, almost 100% of the associate membership made application for regular membership. I might add that the dues were the same for both memberships.

"The officers and directors like to emphasize the social affairs. Special days of entertainment for the whole family, with refreshments, etc., are always held on July 4 and Labor Day. We have what we term 'Divorce Night' with committees selected to act as managers arranging teams for golf for each week throughout the summer. No man is allowed to play with his wife and prizes are offered the teams. Each couple furnishes a covered dish and bread and butter, all of which is placed on a central table for serving cafeteria-style. The remainder of the evening is spent playing cards or any other entertainment those attending choose. These 'Divorce night' socials are always well attended.

"Beginning in October and until April, we have a monthly party with the entire membership serving on one of these monthly party committees. Our last, but our best party, is held on New Year's Eve. We make this party as attractive as possible with a good orchestra, good food, favors, etc., with the result that it is always very well attended.

"Our Abilene CC actively supports a 'Women's Golf Club' which meets once a week to play golf, enjoy luncheon, etc., with a tournament ending the season.

## Compete With Neighbors

"Among the men, an annual Hookers vs. Slicers tournament is held with the entire membership participating on one team or the other. The last day of the tournament ends with a dinner which the losing side buys the winner. The men also participate

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Your customers, too, will want this amazingly popular golf bag—be ready to supply them by ordering now. Remember—what's good for golf is good for you!



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**STANDARD  
MODEL  
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• Finest quality duck.  
Sun-tan or White—  
trimmed in olive green.

**\$36<sup>00</sup> per dozen**

The Wilson

# FREE-FOR-ALL\*

(A "no-shoulder-seam" shirt for freedom of action)

## Makes Pro Shop Sales Records

NO SEAMS TO BIND



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NO PULL

FREEDOM OF ACTION



They're all talking about the new Wilson "FREE-FOR-ALL" Sportshirt. It was a "hole-in-one" sensation right from the start. A "no-shoulder-seam" shirt . . . nothing to pull or bind. Gives complete freedom of action and stays tucked in the trousers. With its convertible collar it's a top style number, too. Available in increasing quantities, the Wilson "FREE-FOR-ALL" shirt will continue to make sales records . . . build Pro Shop profits!

# Wilson

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modern golf equipment

Wilson Sporting Goods Co., Chicago, New York and other leading cities

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**IT'S WILSON TODAY IN SPORTS EQUIPMENT**

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 consist 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



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Sturdy all-steel, rolls freely, perfectly balanced for all bags. New, De Luxe Balloon Tires. CUSHIONED BAG BRACKETS to prevent bag chafing. Weatherproof finish. Factory Guaranteed. America's most popular rental golf cart. 1947 Models now ready for delivery . . . . . \$16.95



**NEW  
CUSHIONED  
BAG  
BRACKET**



**TAG - A - LONG PRO MODEL  
NEW, MULTIPLE - BAG CART**

Adjustable to carry 1 to 4 bags in perfect balance. CUSHIONED BAG BRACKET prevents chafing. Designed by demand for players or caddies use as a single, or multiple-bag, rental cart. Ideal for private clubs. Factory guaranteed. 1947 Models now ready for delivery . . . . . \$16.95

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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 GALLET

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.