

that should make golf proud of the fellows who are in charge of the caddies.

Chicago District Golf Assn. caddie committee, presented the following recommendations at its annual caddie meeting:

Caddie Rates— 18 Holes 9 Holes
Week days:

Class A	\$1.00	\$0.60
Class B85	.50
Sat., Sun., Hol.:		
Class A	1.15	.75
Class B	1.00	.65

Double—1½ times regular rate.

Holdover—\$0.25.

Practice per hour—\$0.50.

NO TIPPING.

All caddies to be "A" class except beginners and those reduced for disciplinary reasons.

Discourage caddies congregating at club early in morning or loitering late at night.

Caddie draw: "A" and "B" class draw together and go out in order drawn. Drawing at 7:00 A. M. on Saturdays, Sundays, and holidays, at 8:30 on week days. Numbers of late comers added to end of list. Carry over list from previous day for caddies employed before time of draw. Number may be again added to end of list for re-employment.

No private caddies.

No outside caddies at events. Clubs may interchange caddies. (C. D. G. A. Caddie Masters' club will do this.)

Keep a record of your caddies, both during the season and what he does the rest of the year. (C. D. G. A. record card is shown herewith.)

Caddie uniforms: good but must be inexpensive. Purpose: for encouraging a boy to take more pride in his appearance.

Transportation: ever a problem and must be worked out in some manner by each individual club.

Caddie leadership. Weekly caddie instruction.

A caddie with an avocation will not be as likely to get into mischief as one with nothing to do. Encourage hobbies, caddies to keep own quarters and yard clean. Club to reward them in a small way.

Caddies to play course one morning a week. (Monday is good.) Annual Caddie-Member Tournaments, composed of caddy-member teams and staged by member clubs for the caddies. Caddies to qualify for team competing in C. D. G. A. Championship. Caddie Chairmen invited—Oak Park C. C.—August 15th.

Soup kitchens: not needed at every club,

but check should be made so no caddies need go hungry. This year will offer clubs the need of looking after their boys.

Your Association now has on file the names of several experienced caddie-masters available for positions. Also other club help with or without skill.

Special attention to be given to small boys so they are not required to carry bags that are too heavy.

Immediately following this meeting the caddie-masters remained for the formation of the Chicago District Golf Assn. Caddie-Masters' Club. The officers elected were:

President—Frank Collins, Evanston.

Vice-President — Sgt. Timothy Shea, Ravisloe.

Secretary—James Peabody, Nordic.

HURRAY! AN ARGUMENT—

New Playmate Says GOLFDOM'S Thoroughness Is Wrong

RECENTLY GOLFDOM sent to some of the club managers a form letter asking for advice on how we might jar loose enough advertising on house equipment and supplies to warrant retention of the house managers on the list to get GOLFDOM free each month.

The managers responded with a flock of definitely practical dope that will help us to work out the answer if there is an answer. These answers paid tribute to GOLFDOM for its constructive help to the managers in their constant efforts to better house operation. Just why smart advertisers in the course maintenance and playing equipment fields should profitably make GOLFDOM the backbone of their advertising campaigns and the house equipment and supply advertisers turn tin-ears to our logical tale is as much a mystery to most of the managers as it is to us.

Anyone who knows the club publication business will realize what prompted our entreaty for advice. These magazines for the club business, with the exception of GOLFDOM, are a long way from carrying the advertising the extent and activity of the field warrants. The young men who are responsible for black figures on GOLFDOM's monthly statements are not going to toss \$7,500 each year off the premises without \$7,501 coming back. We all can understand each other when that fact is

kept in the cerebellum of any one who is at present unacquainted with our policy.

Club managers, who are no strangers to the problem of whipping losses in some phase of their operations know exactly what we are up against on this matter of manager circulation without advertising. Publishers of club manager papers ought to know from past history how agonizing it can be to accept a persistent loss as inevitable. In one instance, at least, inability to wrestle with the fact, threw one good boy.

Welcome, Stranger.

But there's one of the new buddies in the cause of the club managers who obviously doesn't get the picture yet.

That respected and talented gentleman is C. A. Patterson who now is publisher of *Modern Club*, via what the baseball writers call "the waiver route."

Pat, who confesses an abhorrence of "conceit and ego," makes the following frank statement as part of his editorial debut: "Its success (referring to another of his magazines) was due to my own ignorance of the field, *** I hope that this will be a saving grace with me in *Modern Club*."

Well, you can't quarrel with a fellow like that, and Pat on any and every score is a grand guy. But, in his ingenuous confirmation of his maiden flight remarks, Pat takes a slug at GOLFDOM's letter to the managers with the unfortunate result that he knocks himself out shadow boxing.

Is Thoroughness Wrong?

He says of GOLFDOM: "True they have given some editorial consideration to the club manager, but the effect has been like that of carrying water on both shoulders. * * * You can't publish one magazine for individuals whose interests are too diversified."

An interpretation of the interests of the department heads of golf clubs as being "too diversified" is exactly one of the main reasons why there is such a heavy turnover of club department head jobs. When there is more realization of co-ordination's need between managers, course superintendents and pros it will be better for the golf clubs and their players. And what is better for the game and its players is good for the managers, course superintendents, pros, Patterson and your humble servants, GOLFDOM's publishers.

On every hand there is evidence that the foremost department heads at golf clubs fully appreciate that the interests of each

competent and confident operating chief must be broad so he can bring to the service of his club and his own personal progress a working knowledge of the troubles and triumphs of his associated executives. Pat's reference to department head's interests being "too diversified" infers that his predecessor was wrong in advocating general management of golf clubs for, if it is a false alarm to cover golf business operation in one magazine, then it is wrong to have one man attempt to cover the operation.

But that's something for Pat to explain, and after all, what we were talking about was how to get some more advertising, in case the gentle readers are interested.

This is set down not as a case of mean and picky rag-chewing with a fellow whose ability and character we admire and whose kind words about our own layout we reciprocate. What we do want to get across, though, is that co-ordination and co-operation rather than diversification is the keynote of the policy for clubs and their department heads this year of all times.

"Pro-Gram" Is Pro's Own Club Paper

FRANK SPROGELL, pro at Kent C. C., Grand Rapids, Mich., has begun the publication of "Pro-Gram," a bright little four page club magazine telling of the pro department's operations, facilities and plants. Frank's paper can fit in a small size envelope along with the bills the club mails to its members.

Contents of the first issue include introductory editorial in which Sprogell tells of his efforts to please each one of Kent's 325 members. He has good copy in the paper on his shop stock, the new ball, club-cleaning and children's group instruction. He also tells how the Kent course compares with the courses he visited in Florida and Philadelphia during the winter. The latter dope is pleasant news to the club members and spurs their interest in play. He writes the copy so it will appeal to women players as well as men.

All through the editorial matter Frank handles the copy so it promotes the club's interest and shows that he is deeply anxious to serve for the good of the cause.

Chicago, Ill.—New, reduced prices on wood sole bathing sandals are offered golf clubs by Chicago Lumber & Box Co., 122 S. Michigan Ave.