



Johnny Revolta and his assistant Art Doering assemble Evanston's caddies for lessons which feature caddie recruiting campaign.

## Evanston's Complete Program Solves Caddie Problem

Evanston GC (Chicago dist.) this year went at solving the caddie problem in earnest. The result has been satisfactory beyond all expectations.

One feature of the program has been a series of semi-monthly golf lessons by pro Johnny Revolta and his assistant, Art Doering. That gets between 80 and 100 youngsters out and Johnny and Art really give the kids the works. Some promising talent has been discovered among the boys.

A highly important part of the program was keeping the members acquainted with what was being done. The club's house-organ "Fairways" carried text of the following letter and an explanation which read:

*Your Caddie Committee has set up a program which (it is hoped) will attract more boys to caddie at our Evanston Golf Club this summer. The letter that follows is one that will be sent to parents of prospective caddies and (with appropriate changes) it will also be sent to parents of boys who now are Evanston caddies. We thought you'd like to read it for it tells of our promise and our pledge to the parents of our caddie boys.*

*It isn't easy to get and train and keep good caddies . . . but, with your help, we believe we have found a method. Here is the . . . . .*

*Letter to parents of prospective caddies and to parents of caddies already working at Evanston.*

Mr. and Mrs. John Jones,  
Skokie, Illinois.

Dear Mr. and Mrs. Jones:

*We'd like it if your boy would really like to caddie at the Evanston Golf Club. And to make*

*sure that he will like it, we have planned to make it attractive to him and to his pals.*

*There's a real opportunity here for a few boys. The pay is fair and square, there are many recreational advantages, and if he caddies here he'd be associating with a fine group of boys, most of whom live nearby.*

*Caddying is fun, and it provides valuable training and some of the best experience that any boy can obtain to fit him for business and social contacts.*

*As a caddie, your boy will work and play in a wholesome surrounding. He'll have inspiring associations, good fellowship, and lots of recreation such as volley ball, table tennis, soft ball, horse-shoes, etc., etc. Your son will have unequalled opportunity to learn to play golf and be a good golfer. He will be learning a game that can give him great pleasure and recreation all through his life. Johnny Revolta, Evanston's famous golf professional, and his assistants, have promised group golf lessons to caddies. And all Evanston Golf Club caddies are entitled to play the course every week and to participate in the Caddie Golf Tournament.*

*Your son will have opportunity to improve his teamwork, gain in poise and self-assurance. Thousands of caddies have made friends of the golfers they served, and through that friendship have secured their first big chance towards success in business. Also, dozens of boys have qualified themselves for college careers through the aid of the caddie fund organized by Chick Evans, Jr., and now carried out by the Western Golf Association.*

*Your son's caddie training will be under the direction of Charles Pairman and his wife. Mr. and Mrs. Pairman will be assisted by the Club's*

(Continued on page 62)

#### CLUB OFFICIALS

A NEW SERVICE OFFERED BY C. S. S.  
LET US MAKE YOUR JOB AN EASY AND  
EFFICIENT ONE

It's easy to give good management,  
good food, good service, and have a  
good financial showing under the  
C. S. S. plan of operating.

WHAT MORE IS THERE TO MAKING YOU A  
HAPPY OFFICIAL?

WRITE: CLUB SYSTEMS SERVICE  
P.O. BOX 279, DOWNERS GROVE, ILL.

## MASTERS OF TRAINING

*(Continued from page 45)*

"One of the most important things for assistants to learn is that the members when visiting the club should be made to feel that the service rendered in the golf shop is for the sole benefit and pleasure of their games. In this service they can make each club member's game more pleasurable and something to which they will look forward.

"Both types of assistants should look for guidance to their professionals and should be governed by his policies while working under him."

## SHAKE-UP NEEDED

*(Continued from page 52)*

### Pros' Educational Job

The pros have a big job to do in educating the public to the fact that in most cases a golfer can get merchandise just as cheap at a pro shop as at a store, and probably higher grade merchandise. He figures that if a pro is losing business to the stores there is something drastically wrong with the pro's selection of stock, his display and his general business solicitation methods.

Troy is very firmly of the opinion that the golf range business growing on a sound basis and operated by first class pro businessmen is going to be one of the greatest factors in improving the pros' status and earning power at clubs.

One reason for this is that the alert and informed pro at the range gets golfers while they're still in the nursery and brings them up right.

He suspects that half the approximately 3000 pros at golf clubs today are barely getting by financially only because they have greenkeeping and caddie management income in addition to what they make on lessons and in their shops.

Looking at the club pro conditions from his viewpoint he concludes that the pro has not educated his members enough to the value of pro service hence the members may not think there's an injustice in buy-



Zigfield Troy has made his range big business for himself and a busy nursery for the game.

ing clubs "down town" and then asking the pro for free tips on how to use those clubs.

### Pay Basis Antiquated

In Troy's opinion the golf pro income situation at clubs generally is on an antiquated and all-around unsatisfactory basis and needs overhauling. Clubs whose members most need pro service to put golfing pep into the establishment haven't got a pay basis that will attract the sort of men they need. The result is that the club suffers more than the pro, for the pro can go out and get himself a job elsewhere, either in golf or some other business.

He says that the tournaments, with the exception of the PGA championship in which qualifiers get expenses, are an example of how too many pros work for nothing. He asserts that tournament promoters should at least give all qualified entrants a guarantee of a day's pay for a day's work.

From where he stands at a highly successful golf range Troy sees that there are going to have to be drastic changes in many aspects of the pro golf business if it is going to make the most of the vastly increased opportunities being created by the hundreds of thousands who are coming into the game via the golf ranges.

## EVANSTON'S CADDIE PROGRAM

*(Continued from page 48)*

*Caddie Committee: Enoch Steen, a father and a successful business man; Bob Hanley of football fame; Joseph Dobler, enthusiastic Boy Scout leader; Wilson Arbogust, a former caddie himself; and Maurice Owens, who is experienced as a leader in boys' organizations.*

*Members of the Evanston Golf Club have a very special interest in their caddies. Every member is charged with the responsibility of his caddie's welfare. Many members have boys of their own who are caddies here.*

## GOLF RANGE BALLS

Our new all natural rubber golf ball will save you money on your requirements

**EXCELLENT DISTANCE**

**CUT PROOF**

**LIVELY BOUNCE**

Range operators now using this ball say it is the answer to the ball problem.

Convince yourself, give our ball a trial.

10 to 50 Dozen ..... \$2.50 Per Doz.  
100 dozen or more ..... 2.25 Per Doz.

Prices Net F. O. B. Chicago — Prompt Shipment

**DEARBORN RUBBER MFG. CO.**

2713 SOUTH DEARBORN STREET

CHICAGO 16, ILLINOIS

Every boy likes to earn money. At Evanston your boy would have opportunity to earn more than caddies earn at most other golf courses, mixing stimulating work with work out of doors.

The earnings of caddies at Evanston last year often ran over \$20.00 a week, depending in part on how much of the time the caddie cared to work. This year caddies will have a chance to earn even more, and, in addition, there will be handsome bonuses and many prizes.

Good behavior, of course, is required. Evanston Golf Club Caddies are rated on their attendance, deportment, efficiency and cooperation . . . just as in business or in school, or at a summer camp. There are also special honor ratings, which caddies may strive to earn and which entitles them to special recognition. The honor caddies are selected to caddie for star athletes and professional golfers, and distinguished personalities such as the Mayor of Chicago, for instance, a long time member and former president of the Evanston Golf Club, and a great friend of all boys.

We invite interested parents of caddies to visit the club and to see the environment and caddie clubhouse and sports and play facilities. Go to the lockerroom entrance at the west end and ask for Mr. or Mrs. Pairman. We will be very happy to meet you in person.

The Evanston Golf Club is easy to reach, located

on Dempster Street in Skokie, between Crawford Avenue and Skokie Highway. Busses pass our door to and from Evanston about every 20 minutes. Boys who like to hitchhike, find it easy to reach the club from any direction. There's a real opportunity waiting here for your boy. Hope we see him soon,

Sincerely yours,

Russell J. Leander, President  
EVANSTON GOLF CLUB

### Members Also Instructed

"Fairway" later carried a story telling the members what was expected of them as their part of the caddie campaign.

This message read:

THAT WE MAY have an adequate supply of good caddies, your directors have instructed the Caddie Master and Caddie Committee to do everything in their power to provide more caddies and better caddies. Special efforts are being made to attract as many larger and older boys as possible, especially for weekends. Stress is laid on training, and the members of the Committee will assist the Caddie Master in teaching the boys their duties, not forgetting golf etiquette and good manners.

The members of Evanston Golf Club are known in golf circles for their friendliness and geniality. We want to make a special effort to impress that

## GOLF PROS . . .

We repeat, your shop will be Service Headquarters to Golfers, if you are prepared to install good-feeling, long-lasting PARK "ALL-WEATHER" GRIPS. Used by majority of leading touring pros. Mail coupon today. Can be ordered on new sets — irons or woods.

Mail this coupon to any of your suppliers or direct to:

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801 Milford Street  
Glendale 3, California

Please ship me.....All Weather Grips  
and.....sets shaft clamps, also installation instructions.

Name.....

Address.....

City..... State.....

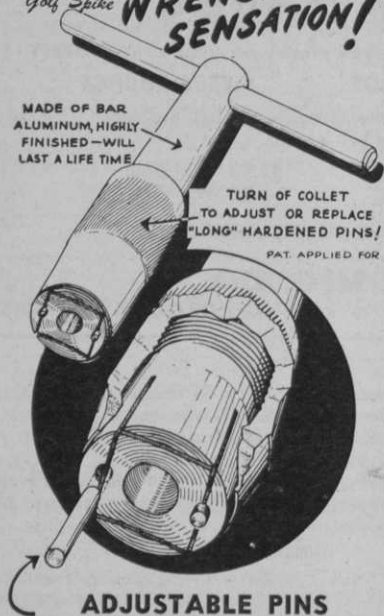
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**PARK "ALL-WEATHER" GRIP — Greatest Grip in Golf!**

**HORNUNG**  
Golf Spike

**WRENCH SENSATION!**

MADE OF BAR  
ALUMINUM, HIGHLY  
FINISHED—WILL  
LAST A LIFE TIME



TURN OF COLLET  
TO ADJUST OR REPLACE  
"LONG" HARDENED PINS!  
PAT. APPLIED FOR

**ADJUSTABLE PINS  
FOR LONGER LIFE!**

FITS TURF HUGGER AND PHILLIPS SPIKES

**RETAILS FOR \$1.25**

USUAL PRO DISCOUNTS

Inquiries from Jobbers invited

**PRO GOLF SALES CO.**

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*Leather's  
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Dept. 13  
**THE SNOW PROOF CO.**

Livingston, N. Y.



feeling of friendly association on the caddies and make the Evanston Club known as the best and pleasantest place for a caddie to work.

You can be a big help in this matter. We offer these few suggestions:

(1) Members of the Caddie Committee were just a bit shocked to find that in spite of being golfers of many years' standing, they weren't as well posted as they ought to be on the proper performance of a caddie's duties.

(2) If you find the caddie is not properly carrying out his duties, please show him the right thing to do—where he should place himself to watch the balls to best advantage; how to hold the pin; where to stand when the player is shooting; tips on golf etiquette, etc.

(3) Rate caddie as to his performance. Personal report to the Caddie Master on any individual boy will help him. The caddies are not merely going to be trained in groups but will also be worked with individually. We would not only like to make good caddies out of the boys, but we would like to make better boys out of the caddies.

(4) We have found the caddie training instruction suggestion of the Western Golf Association, the Chicago District Golf Association and the Professional Golfers Association of great help. We are making good use of their services and printed suggestions for caddie training. Please help us now so we'll have excellent well-trained caddies this summer.

(5) We, as golfers and employers of these boys, recognize that we have a responsibility to do the best we can in helping caddie boys find their work enjoyable and pleasant, and in aiding them to get all the possible benefits of training, and teaching, and good association.

(6) The class and character of caddies obtained by Evanston in the past have been better than the average. Most of them come from good homes, and they are fine boys. Many are small, too young. But these little fellows are growing older, and if they have a good time this year, if they enjoy caddying at Evanston . . . there's a better chance of their coming back next year, a little older, a little bigger, a little stronger, more experienced.

We intend to help our caddies as we would our own boys. We'll help them do a good job; we'll create pleasant surroundings; and they'll find good associations and plenty of fun for their idle time.

We want their parents to know that at the Evanston Golf Club, the boys, big or small, are being treated intelligently and fairly.

Sincerely yours,

CADDIE COMMITTEE

A special issue of "Fairways" was published for the boys.

It told of an opening party for the caddies, the free golf instruction, increased pay, prizes for the kids carrying the most rounds in which cleanliness, neatness, general conduct, ability as a caddie and attitude also are rated, caddying during the Women's Western Amateur championship,

**NEED SUPPLIES and EQUIPMENT?**

**See Page 75**



the club joining the Western GA to make caddie scholarships available and the annual Caddies vs. Members softball game.

Chicago and suburban newspapers were kept supplied with information on the campaign and they gave it a good play.

## HARRY BASSLER

(Continued from page 34)

dirt and papers, why Bassler grabs the broom and takes care of the job then. Strange as it seems, Bassler says, after the assistants see you sweeping and cleaning up, you will never have to ask them to do it.

But, best of all it gives you another chance to "shift around" your stock—which gives the appearance that you had to do so because you "sold out," or nearly sold out, the items previously displayed at certain spots. Bassler urges this. Keep shifting your displays; it looks like you are doing a bigger business. Do not let your displays "get in a rut" and have the same things in the same spot all the time. All smart "merchandisers" employ this good trick.

Well, there are Bassler's "Seven Steps To Success."

And, here's a breakdown of the results it has brought him.

Over \$50,000 a year in sales from 1941 to 1945 inclusive, this income derived each year approximately as follows:

Club sales .....	\$30,000
Ball sales .....	10,000
Accessory sales .....	5,000
Caddie Cart rentals .....	6,000
<b>Total .....</b>	<b>\$51,000</b>

Since 1945 when Bassler could start taking time out to give lessons he has averaged over \$5000 per year from this source, giving as many as 15 lessons in a day. And remember: the above sales were made with a staff of 3 to 4 girls during the war years as no young men were available.

Finally, Bassler is top money-winning pro in California area tournaments, adding in this manner an additional \$1813 last year in money prizes he copped in 15 accredited tournaments. He is top money winning pro in this area again so far this year. He plays in an average of 20 to 25 tournaments a year; all Pacific Coast opens, all national tournaments held within 1500 miles of his bailiwick and he follows the winter circuit from San Francisco to Phoenix every year. He was recently re-elected for his second term as first vice president and open golf tournament chairman of the Southern California PGA.

And here's the clincher. Bassler is only 37 years old!



## U. S. RUBBER BALL SALES CHIEFS MEET

U. S. Rubber Co. district sales managers and home office sales staff met at New York to plan new steps in U. S. golf ball campaign. L. to R.: E. J. Regan, New York, sales asst.; W. M. Coy, asst. to sales mgr.; Paul D. Brady, district mgr., New York; R. W. Higgins, district mgr., Detroit; L. A. Martin, district mgr., Philadelphia; John W. Sproul, New York, sales mgr.; I. K. Brisbine, San Francisco, district mgr., West Coast; L. G. French, district mgr., Chicago; W. R. Lozar, district mgr., St. Louis and George T. McCarthy, New York, mgr., golf ball sales.