

Caddie-Master Key to Club's Kid Problem

By EDWARD E. McCOY

President, Western Pennsylvania Golf Association

MY FIRST interest in the caddie welfare movement was caused by a remark made by the mother of several boys whose home was near a golf club to which I belong. She said, "I do not allow my boys to caddie at the golf club because the language of some of the members is not such my boys should hear." Knowing this woman personally and knowing her to be a woman of good standing and generous in her attitude toward life, I thought it was a sad reflection on us golfers.

What could I do? Then I was reminded of the fable, where a man took a candle from the drawer, and the candle said, "What are you going to do with me?" Said the man, "I am going to use you to light the ships at sea." Said the candle, "How can such a little thing as me light the ships?" But the man used the candle to light the lamp that reflected in the great top of the lighthouse and threw the candle away. It so happened some time after this I was elected president of W. P. G. A., and made up my mind to try a bit. What I am now about to relate covers a period of three years.

We first organized a caddie masters' association and brought the caddie masters together each month, played golf, followed with a dinner, and then heard direct the

caddie master's story, *i. e.*, his problems in handling the caddie and his troubles with the members. We endeavored to have a caddie committee in each club to act between the caddie masters and the members and iron out any difficulty that might arise. I am glad to say that the commit-

tees have had few complaints to adjust, having in most cases been a fine moral support to the caddie master and the caddie, and, we believe, have been a restraining influence on the member who unconsciously does things he really didn't mean to do.

We have endeavored to have each club grade its caddies into class A and class B, paying a different rate. Some class B boys, who are less experienced caddies, of course, are included in each foursome with class A boys. Every club adopting this plan has been pleased with the results and most have adopted it. At the end of the season we had a caddie masters' tournament and caddies' tournament followed by a dinner, and I am sure all had a

good time and received some benefit from their experience.

Caddie Master and Committee

Each club must have a good caddie master, and working with the caddie master should be a good caddie committee whose heart is in the work and who will give the work some time and thought.

FROM A PAMPHLET ISSUED BY THE
CADDIE WELFARE COMMITTEE
OF THE W. P. G. A.

IT HAS been said, "Raise up a child in the way he should go, and he will not depart therefrom when old."

Members of a golf association are in a measure responsible for the raising of the caddies. We have in our association probably 4000 to 5000 caddies—some responsibility!

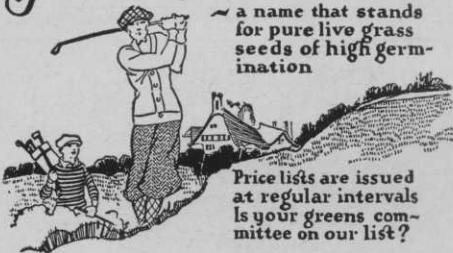
A caddie master instructing a new caddie said: "Hey, boy! Take this bag and get busy. Don't stand around looking dumb, as though you were a member of the club."

Maybe the language was a little strong, but it certainly brings home the fact that all our words and acts are having their impression upon the young boys.

Some of you would not believe the treatment some members give their caddies. It may be done unconsciously, but the effect is the same, and the man who "bawls out the small boy" is ear-marked as a man who lacks those qualities that make him a regular fellow among golfers.



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We have published pamphlets from time to time, some for the members and some for the caddies, and we feel our efforts have not been entirely in vain, as we have received, both by word of mouth and by letter, commendation and encouragement to continue our efforts.

It would seem the W. P. G. A. has a great opportunity to continue this work and impress upon its members the importance of keeping in mind that all caddies are someone's sons, and that a good example and kind treatment should be accorded all, thereby helping these manly little fellows to grow into good citizens and remember us kindly.

Golf is a fine sport for bringing out the best in a man and should be a fine school of example for all boys.

A Pointer for the Shop Pro

The decision of authorities on sales in women's wear is that style rules. Quality is not to be overlooked of course, but style prevails over quality in the eyes of the purchaser to an unbelievable extent. How many pros sense the same influence in the case of the present-day golfer? It is quite apparent.

Compare the play-clubs that are turned out today—not to mention the prices asked for them—and be convinced of the influence of style over the substantial but plain hand-made weapons that the golfer of yesterday was content with. No one believes that the difference in price is commensurate with the results obtained from them. It simply means that the present-day purchaser of golf equipment is willing to pay for appearances, and it is up to the pro to gratify the desire.

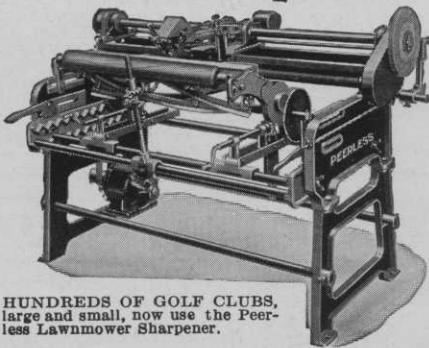
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