

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.