

ladies who belong to the local country club because it is the thing to do. They probably did at one time decide to play the game, but having busted a brassiere strap the very first swing, they retreated to the ladies' room with flaming cheeks, nevermore to emerge on the first tee. Over their knitting on the club veranda, these charming girls whisper among themselves that the new pro is certainly a handsome chap. But they seldom, if ever, enter the pro-shop.

Other important figures that cut deeper gouges in the available cashable membership of a small club include all of the public school officials and teachers. Having wholesale contacts with athletic goods houses, what is more natural than their demanding golf equipment on the same basis?

Further, there are the various local business houses of every type who have catalogs available on everything from Diesel engines to hot-fudge sundaes, each and every one containing a wholesale golf line. And since the small town business man has a reputation for nursing his nickels, it is not always the easiest thing in the world to interest him in golf clubs and golf balls at retail figures.

There are many other angles that tend to reduce the source of revenue to the country-town pro. After assembling them all into one group and doing a simple job of subtraction from the club's roster, the figure remaining is often quite amazing. The number is so small, in fact, as to lead to the conclusion that the town's business men, from banker down to popcorn vendor, would never be so asinine as to attempt going in business with such a small clientele available. But the pro does it—and in a good percentage of cases gets away with it, too.

Another department in which the small-club pro finds himself definitely behind the eight ball, as related to his city brother, is that of lessons. Too often the small town golfer is imbued with the idea that all one must do to improve one's golf game is to take a lesson from the pro. And if that one lesson does not happen to produce the desired result, the pro finds himself sarcastically referred to as "that guy" and "lousy teacher". A half dozen of these county fair hot-shots can sometimes shove the boy out on the protruding end of a decaying limb. And if, in this event, the limb should happen to break, the crash proves to be a very definite one indeed.

(To be continued in February GOLFDOM)

California Caddies' Organization Clicks; Plan Merits Wide Adoption

HERE'S a caddie idea that should be widely copied. The brief outline of the plan is taken from the excellent, newsy bulletin of the Southern California PGA. Under the heading, "Caddies Come Into Their Own," the Bulletin reports:

Orchids to the Caddie association organized at Hillcrest, Wilshire and Lakeside. Such organizations merit the wholehearted support of the club members as they are designed to help the boys help themselves.

For the benefit of those not conversant with the set-up, may we use Hillcrest as an illustration.

The Association receives 25c for every set of clubs in the shop. Members pay \$1.00 membership fee and \$1.00 monthly dues. They operate their own cafe, which is a concession. Loans are made to members but must be repaid within 6 months. Hospitalization is available at a reputable hospital at cost. The Board of Directors settle all disputes and their findings are final. The other club Associations are operating on a like basis and are really proving themselves worthwhile.

Spalding Exhibition Foursome Concludes Tour; Played to 300,000 Spectators

THE Spalding Rover Boys team has ended its 100,000 mile tour which began May 17, 1936.

Horton Smith and Jimmy Thomson will continue with Spalding's playing exhibitions and demonstrating and lecturing before school groups and at athletic coaches' gatherings. Harry Cooper and Lawson Little will play tournaments, and may make connections with clubs.

The boys played to more than 300,000 spectators.

Thomson and Cooper have sent their entries for the British Open.

Post Card Stunt—Bright little stunt that Tom Walsh, pro and manager of Westgate Valley pulled. Tom's course is daily fee. At the close of the 1938 season, he mailed his players a postcard thanking them for their patronage and telling them that 25 tons of fertilizer were put on the course late last fall to make the course condition still better next year.