

joy themselves, laughing at each other's mistakes and trying to out-do Helen or Gertrude as the case may be. The spirit of camaraderie prevails. I charge a nominal fee and find, out of a class, a goodly portion is sufficiently interested to follow up and so become regular pupils of mine. That, I submit, is good business.

In juniors, the same program has proven itself. It takes no stretch of the imagination to see how child golfer and fond parent make "Box-Office."

Boost College Golf

Throughout the country many professionals have coaching jobs with universities and colleges. In such a capacity one should be able to influence college golfers to become very active in the game, since they are the largest and most desirable source of future club members. My club permits the golf teams of nearby colleges to use the golf course free of charge. They play during the off hours on week days and have consideration not to interfere with the regular club golfing schedules. It is a service to them and gives them the opportunity to play a private course. Such sowing of good will invariably pays dividends in the future.

The caddy angle may not present in itself any immediate cash value, but, in my opinion, the good, satisfied caddy definitely figures in the over-all country club picture. My caddies are paid wages comparable to any club in the area. I encourage school boys to come out but insist they comply with their school's regulations in regard to work permits and class attendance. Each spring my caddy-master and one or two of our best caddies take a group of the youngsters out on the course and thoroughly school them in the art of good caddying. They learn the rules, golf conduct, and a little "fairway common sense." Then, and then only, are they assigned jobs. It has paid. Fair and considerate attention to their individual problems has generated respect in them for me and their caddy-master. They show added interest in their jobs and definite profits in their pockets.

My caddies are taught, aside from the mere carrying of the bag, to co-operate with each other. They don't hang back on the flags and have learned to help each other in many ways. For instance (my caddies carry double), when one boy finds he has one ball on the left of the fairway and his other player's ball on the right, he switches bags with his fellow caddy so that regardless of whom he is caddying for, he is servicing. This not only speeds up play but saves wear and tear on the boy plus eliminating the necessity of a player standing and waiting for a club. There is no set rule for taking the flags. Regardless of whose player is first on the green, etc., the

caddy who is least occupied at the time takes the pin. These little tricks and coordinations keep my members happy and more satisfied and my caddies coming back.

For some time there has been some concern about the source of the future qualified assistants and professionals. If every pro would spend a little more time instructing his caddies, helping them make their work interesting and less arduous, the question would answer itself. Good caddies make for better golf, happier players and added revenue.

Besides, caddies grow up and play golf.

Indiana Section in Profitable Meet

Indiana PGA annual spring meeting at Hotel Lincoln, Indianapolis, April 4, was attended by most of the section's members, many assistants, and a good representation of manufacturers. Program was the most practical the Hoosier group has presented.

Lee Harrington, Wilson's Merchandising Manager; Don Mudd, Spalding's treasurer, and George Madden, publicity director of Wm. H. Block Co., Indianapolis, with the store's head display man, Coleman Clark, gave a very valuable round-up on pro business problems. Harrington detailed how the pro can make good use of the outside viewpoint in getting more business. Mudd told the pros how to make more money by working with manufacturers' credit department and Madden and Clark put on a demonstration of how to show merchandise that was a new and exceedingly valuable feature of pro merchandising sessions.

The veteran Al Watrous, showing several movies including an amazing new film Detroit pros had made with a super-slow motion camera General Motors engineering department supplied, conducted an exceptionally informative and useful instruction clinic. Al flew in from his job at Oakland Hills CC (Detroit dist.) to stage a fine session for the Indianans.

Wayne Timberman's class of three boys and three girls, ranging in age from 6 to 16 years, put on an astonishingly good exhibition of junior class instruction under Wayne's direction. The kids have sound swings and score well. They got a great hand from the pros.

Tom Crane, PGA executive sec., gave a review of PGA national activities. The affair concluded with a banquet at which Mayor Al Feeney of Indianapolis, Indianapolis golf writers, veteran pros and club officials spoke in a merry vein. Herb Grafis was ringmaster of the finale.