

run a pro department in a first-class club the way the members should have it operated. Members and officials don't often realize that but the pro does when he figures out his net profit on the capital he has invested in the business.

"I want to apply the same business principle members usually have to use in their own businesses—that of establishing a set-up that enables the assistants to make more money and the head pro more as the result of competent assistants' work.

More Than Money — Teamwork

"Money isn't all there is to it. It's essential, but not the only essential. The elements of teamwork, understanding and ambition can make a job grow. The members feel that the shop personnel is a smart and hard-working team and they get interested in making the operation a success for, after all, a successful pro shop reflects successful members.

"In our case the members work with us and have a personal interest in us. One of our members, a noted surgeon, performed operations on Nick that were wonderful for the young man and another inspiration for team spirit within the pro department and for the pro department's determination to work at everything that advances the interests of the club.

Incentive System Pays Chick

"When I'm away in tournaments the job at the club must be handled by my assistants in a thoroughly competent and conscientious way. For their able services to the members and to me I pay Wade and Nick a bonus out of prize money I happen to win in tournaments.

"There was a very pleasing recognition of this policy when Wade and Nick, who are good golfers, won money in a Detroit district pro-amateur event this past summer. They gave me \$8.14 as my bonus on their winnings.

"My observation of pro shop merchandising problems is that most of them would be solved if pros attended strictly to their own club business, paying special attention to getting the new members started right, the right sort of assistants selected, trained, supervised and encouraged to make more money for the pro for the simple reason that they then would be making more for themselves."

27 Caddies Get Scholarships under WGA Program

Twenty-seven former caddies, representing golf clubs in all sectors of the country, will enter college this September as Evans Scholars under the program sponsored by Western Golf Association, according to Jerome P. Bowes.

The acceptance of 27 new caddie-scholars increases to a record 91 the number of

Evans Scholars who will receive college educations this year under the scholarship fund of WGA. Several additional candidates will be considered before schools open, and their acceptance may boost the roll call of caddie-scholars to approximately 100. Last September 86 young men attended school on WGA scholarships.

Named in honor of Charles "Chick" Evans, Jr., one of the all-time greats of golf, the Evans Scholars Foundation has furnished scholarships for close to 200 needy and deserving caddies during its 22 years of existence. Affiliated with Western Golf Association in the caddie-scholarship program are the Wisconsin State GA, Detroit District GA, Pacific Northwest GA, Illinois Women's GA and the Minnesota State GA.

Twenty-six colleges and universities are represented in the Evans Scholars program, with Northwestern University leading the roll call of scholars with 39. Ten Evans Scholars will attend the University of Illinois this September, while the University of Michigan will embrace six from the Detroit area. New schools added to the caddie-scholar program are: California Institute of Technology, and Illinois Institute of Technology.

Exhibition Headliner at Six



Lanna Kaye Robert, 6 years, shares with her daddy, Johnny, exhibition headlines. The lassie consistently scores in the mid-60s for 9 holes on some rather tough courses. Her drives average 125 yards. Johnny, a fine right-handed golfer until his right arm was crippled, now stars with trick shot and scoring exhibitions one-handed with his left hand. He's getting a lot of dates and allows Lanna to play in some of them. Johnny's probably played more vet hospital dates free than anybody else and gives a cheering and cheerful competent performance.