

pro creates more business; competition brings additional lessons.

It was hardly necessary to wait 4 months to get Del's report, as the record kept by our caddie-master was enough. It showed over 100% increase in playing, particularly by the ladies and so-called dubs who had in the past taken up the game as a matter of obtaining exercise instead of trying to cut down their score. Sales in the shop increased and it was not exceptional to witness sales of complete sets of new clubs to many of his pupils.

Regardless of the fact that Del's idea had taken the members by storm, let's look at the club's end of the situation. We find the dining room doing a big job and as for the membership committee, they just walk around with their heads in the air due to the increased membership, all because John told Jim how Kinney had improved his game at very little cost.

It would be unfair to omit the fact that Del received plenty of criticism from many of his fellow pros, for here he was in a small state where news travels fast and the boys felt that his plan was harmful to the profession because of the low price he had set. But Del held his own by showing his cronies figures and facts. The only difference being that he had increased his income by working a little harder daily instead of hanging around his shop waiting for a member to ask for a lesson now and then.

In final analysis, his figures are as follows: 105 days, deducting 15 Mondays off, 7 rainy days and 5 abnormal days that were so hot he could not teach, left a net of 78 teaching days. His records show 741 lessons in addition to showing movies to all of his pupils. I cannot refrain from expressing a vote of thanks to Del Kinney, not only for what he has done for himself, but for the new golf interest he has brought to the members of our club.

Illinois PGA Elects Biggs—Hears Details of Waldron's Club Sale Plan

ILLINOIS Section PGA elected Elmer Biggs, Peoria CC, pres., and Harry Kinnell, sec., at its recent annual meeting. Biggs and Kinnell also will serve as national PGA convention delegates.

Lew Waldron, Mohawk CC pro, presented to the Section a plan for pro control of cut-price sales of discontinued "pro lines" of clubs. Waldron bases his plan on the statement by pros in numerous

sections that the sorest spot in pro buying and selling activities is sale of "discontinued" models of high grade clubs through stores at the start of the season. The plan involves a co-ordination of PGA and manufacturers in determining amount and character of "discontinued" pro-grade clubs available, purchase of such clubs at sharply reduced prices through PGA financing, and a PGA-manufacturer tie-up in the quick disposal of such stocks.

Cost and credit factors, operating methods and the legal angles possibly involved, are being carefully investigated with an idea to submitting the plan to the 1937 national convention of the PGA. Preliminary figures, says Waldron, indicate a larger profit possibility than that of the 1936 PGA ball deal, a protection of pro merchants against sharp cut-price competition, and the establishment of pro-shop reputation as headquarters for legitimate and sound bargains.

THERE are a lot more chances for profitable and lasting publicity for pros as the result of trade tournaments at their clubs than many of the fellows appreciate.

The annual tournament issue of the Union Printers' International Golf Assn. shows how one hard-working smart pro got himself national publicity as a first class man in his business. Says this bulletin of one feature of its annual competition at the Rodgers Forge club (Baltimore district);

"Special mention of the club's pro, John Flattery, is in order. He worked conscientiously from sun-up to sun-down to help make our tournament a huge success. He won the good will of all our members."

The printers' golf association is the third largest trade golf organization in the U. S.

JOHAN INGLIS, for 30 years pro at Fairview CC (NY Met. district), was given an anniversary party by his members Sept. 9. Charles Green, Fairview's president when Johnny was hired, talked of the old days and Robert Ellis, present chief, brought John through the years before the dinner crowd of 500 members and guests. The guests included Pop Turnesa and his 7 sons, and a galaxy of pro talent that got started as assistants to Inglis.

As pro at Fairview and as president of the NY Metropolitan PGA, Inglis has the warm friendship and respect of thousands who always see in the Little Giant a paragon of the pro as a gentleman sportsman.