

A club manager who is one of the real artists of cuisine indulges in a quiet bit of heart-break. He comments on the small size of a superb menu at a distinguished club, saying we've fallen on evil days when one of the last strongholds of the gourmet succumbs to a streamlined menu.

ment of the club's position? If pros don't do that, would you say they have exhibited qualification to control the multi-million dollar annual business of golf goods retailing?

2. We must individually direct our efforts to training of the young in golf. We must see to it that high school and university youngsters are given a zest for the game and a command of its fundamentals so we are not dependent on caddies growing up to replace less active older players. We have the additional important duty of selecting and training our own assistants so we may provide clubs with competent pro material. The plain truth is that there aren't enough thoroughly trained pros to supply the need right now, and that deficiency is a sign of neglect in education that pros collectively must correct.

3. We must get closer to our members. Our financial position depends on a smart use of personality as well as of business judgment. The one big thing that we have in pro golf is the possibility of close and helpful contact with the players as *they play*. Because pro golf has not continued to develop that tremendous asset, stores have been able, by the impersonal factors of newspaper advertising and price, to get closer to the buying player than the pro

who can—and should—have a personal interest in the value the player receives from the merchandise he buys.

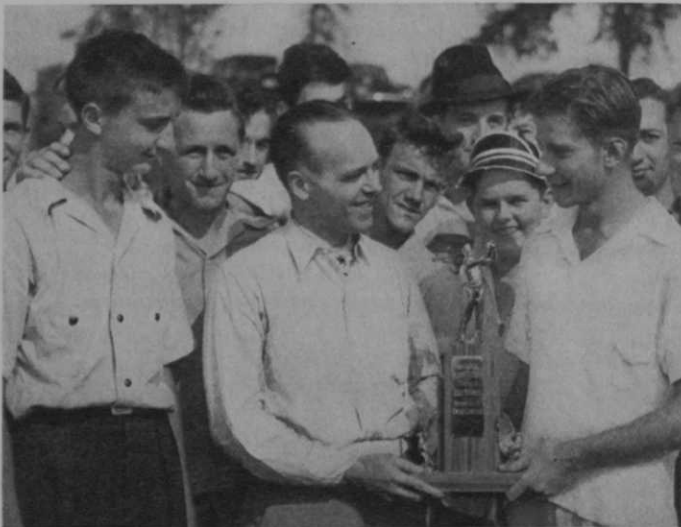
4. We must give a lot of thought and foresighted planning to a generally new basis of pro income; probably that which calls for each club member paying a fee for pro service along with annual—or semi-annual dues. That would provide instruction as a set factor of membership, just as playing is, and bring the pro closer to all members. It would provide a definite income for the pro instead of a fluctuating lesson income. It would bring members out to the club oftener, and by increasing their proficiency, get them playing more golf—and more enjoyable golf.

In many clubs that now are having difficulty in getting members, a new basis of pro contract, calling for an increasing guarantee dependent on the number of new members secured, would make both the pro and officials aware of the pro's value and responsibility in getting members and keeping them.

## Death of E. C. Conlin Is Real Loss to Golf Industry

EDWARD CHARLES CONLIN, for 16 years with the United States Rubber Co., died at his home in New York City August 21. He was 61 years old. Illness that took a serious turn last April and compelled his retirement as sales mgr. of the US golf ball dept. caused Conlin's death.

Prior to his association with the US



Winner of the recent Summit (Ohio) county juvenile golf tourney held on the J. Edward Good Park course, Akron, was Parke Thornton, Jr., shown (right) receiving the winner's trophy from Judge Oscar Hunsicker, Juvenile Court, donor. At left is Walter Baily, runner-up. Thornton and Baily, both 17, tied for medal honors in a field that numbered 244, and, oddly enough, Baily defeated Thornton in a playoff for the qualifying medal. No entry fee or green fee was charged the youthful contestants, and they were fed every day at noon with eats 'on the house.' They consumed 100 lbs. of weiners, 40 cases of soda pop, 400 candy bars, 70 doz. buns and 30 cases of milk. The tournament attracted considerable attention among adults, and several hundred adult spectators attended the tournament every day.

Rubber Co., Conlin was connected with the Spalding organization, and for 18 years was advertising manager of the Munsey publications. His first job was with Scribner's magazine, of which he became advertising manager.

He always was actively interested in sports. As a youth he was a member of championship rowing crews. For 25 years he was one of the country's foremost tennis umpires, officiating at many national and international championships. He was first president of the Tennis Umpires' Assn. and was mainly responsible for the initial compilation of the Tennis Umpires' Manual.

Ed Conlin was prominent as an official in the Golf Ball Manufacturers' Assn., and was one of the leading factors in getting the golf PROMotion campaign organized

and financed, and into operation.

He was widely known in pro and amateur golf circles. Due to extensive travel and intimate contacts among pro golfers Conlin gained an insight into pro golf business that resulted in numerous pro educational and sales promotion policies which the US Rubber Co. adopted.

He was an energetic, straight-shooting fellow who would fight them all when he thought he was right, and sit down and laugh with them and like them when the battle was over. He had the respect of his business associates, his competitors, his customers and the hundreds whose relations with him were entirely social.

Surviving him are his wife, the former Frances Stephens, and two children by a former marriage, Edward Conlin and Mrs. Arnold McCaffrey.

## \$10 Buys Year of Lessons

By Karl Sutphin

ANOTHER successful and promising application of the idea of having members sign for unlimited instruction service has been made by Al Collins, pro at the Highland G & CC, Indianapolis. This idea, first suggested by Willie Ogg of the Worcester (Mass.) CC in GOLFDOM several years ago, has been slowly but solidly growing in favor. The president of a Providence, R. I., club wrote in GOLFDOM about the adoption of the idea at his club with considerable satisfaction to the club, its members and the pro.

The idea is based on the observation that fairly frequent brief instruction periods so improve the game of the average member that they visit the club more and enjoy their games to a greater degree. Therefore the club income hikes and the member gets more pleasure out of his investment in membership. Where the pro comes in is that he is guaranteed a good

income and makes so many close contacts with members that he can give them all expert, individual attention to their games.

To give this plan a test Collins solicited the Highland members at half the price of \$20 a year, which has been acceptable, generally, for such instruction. Furthermore he limited the number of members to whom instruction on this basis would be given. The plan appealed so strongly to Highland members that Collins was compelled to enlarge the number of members to whom it would apply.

The letter with which Collins announced the plan:

*Dear Members:*

*In a recent letter I promised a new plan of instruction, which I hoped would appeal to the members.*

*I propose to be your "Golf Doctor." Just as you engage a professional man on a retainer basis. I will give you all the instruction you want every day except Saturday afternoons, Sundays and Mondays from now until October first. This for a fee of \$10, payable in advance.*

*I need a minimum of thirty contracts to tie up my entire season. Therefore, the arrangement is contingent upon that enrollment.*

*I might add that this is a practical, workable plan and has been adopted by some prominent Eastern clubs. It is a*

Gopher hunts are unlisted caddie entertainment events at some clubs. Kids flood out gopher holes and knock off the gophers with clubs or .22 rifles. Rifle shooting is done despite commands of greenkeepers, who frown on such method due to danger involving the kids.

Some greenkeepers have made a sport of reducing gopher population. John MacGregor, supt. at Chicago GC, has killed as many as 300 gophers in a year with a 410 shotgun on early morning inspection tours of the course.