

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.

sure fire way to keep your swing in the groove. I'll guarantee results if you will co-operate.

Please sign and return the enclosed card if you are interested. I am ready to go to work. My job is to make golf more enjoyable at Highland and I am sure this is the answer.

*Yours for a better swing,*

Previous to sending this form letter to the membership, Collins had signed up a number of members for a series of 6 lessons for \$10. These members, of course, got longer, more intense lessons. However, the fundamental policy of the season course is more a "service job" of repairing the flagrantly bad parts of a swing than that of providing the nicety that is needed to polish up the low handicap player's game.

Club officials who have studied this plan go for it strong. It involves some delicate adjustment of the pro's time and sometimes a fine diplomacy on his part, but there are no cases recorded in which the plan has revealed any serious faults. It gives to the private club with a first-class pro an edge in membership service and interest, so club officials who have observed the plan in operation are convinced.

When the \$20 annual charge is made payments are divided, half at the start of the season and half in mid-season. Collins

started his plan after the season was well advanced, which was another reason for the reduced price of \$10.

Another letter that Collins sent to the Highland membership went across big as a service feature and a promoter of play. This letter also contained some club event announcements. The idea Collins proposed:

*I look for a rush to make up for lost time once the skies clear. My own playing time will be restricted, so I have hit upon a plan that will help me play with as many members as possible.*

*If you want me to fill in your foursome, please call the golf shop, Broadway 5431.*

*I am also going to reserve playing time for the ladies, and Mrs. C. L. Smith has kindly offered to make up the games for me, so if the ladies will contact her, I will appreciate it.*

*Speaking of playing golf, please remember, if at any time you are alone and want a game, phone us before you leave the office and we can have everything arranged when you arrive at the club. Arranging games is our specialty.*

Another stunt he has worked at Highland is that of putting a boy at the green of the shortest hole on Saturdays. Players are charged 25 cents if they want to enter the deal. They are given a 75 cent ball if their shot stays on the green. About 125 go for the deal each Saturday. As the odds have worked out it's an even deal



Marion Askew, pro at Oakhurst CC, Tulsa, Okla., expects a real champion to come from the above group of boy and girl golfers who take class lessons from him at the club. Since the picture was taken there have been 33 new enrollees in the class, which now averages around 92 or 93, and is considered the largest junior class in that part of the country.

The boys and girls meet every Thursday, with the boys in one class and the girls in another. Once a month the two groups are combined and mixed class instruction given. Askew does this junior class work gratis and his members really appreciate what he is doing for their children. Askew posts a prominent notice on the club bulletin board announcing the classes and ties in a little pro advertising with a line like this: "These lessons come free from Marion Askew, your pro."

A tourney for members of the junior group is held just before school begins and prizes are given in all flights. Askew has gotten much private lesson business from members of the junior classes who want more individual instruction and, in several cases, the pupils' parents, previously not interested, have taken a series of lessons because of interest shown by their children.

for the players, inasmuch as about one ball in three stays on the green. Al then is ahead about 40 sales of 75 cent balls, plus the advertising value of an interesting contest.

## 133 Shoot for Prizes at Golf Peddlers Tourney

allow to annual Golf Peddlers Assn. golf tournament, held August 14 at the Elyria (Ohio) CC, kept the boys talking for quite some time after, on the grand day, grand crowd, and general all-around good time they had. There were 133 entries and prizes for most everyone, including cash awards for the best golfers of the day. Tony Joy, Squaw Creek (Youngstown, Ohio) pro, won the \$100 first prize by shooting a three under par 70, nosing out Billy Burke, Cleveland CC, by one stroke. Burke, needing a par five to tie and a birdie four to win, topped a second shot into the creek on the last hole and took a six, finishing with 36—35—71.

Among the 'peddlers,' Eddie Rankin of the L. A. Young Co. walked off with top honors, being awarded a \$50 golf bag. Harry Zink, U. S. Rubber Co., R. E. Reilly, Rubber Cork Grip Co., and Ed Austin, Atlantic Products Co., were all presented with fishing rods as runners-up. Two seniors were present, Jack Smith and Dave Livie, each shooting an 88 and winning \$20 apiece. All Class A assistants—Alex Ogilvie, Jr., Sonny Hendricks, Bill Simpson, William Powers, and Grange Alves, Jr., received cash prizes.

Charlie Burns, manager, Good Park GCse, Akron, Ohio, won a Tuf-Horse bag, first prize for managers. Parke Thornton, Mike Page, John Buckley, D. Endress and Jack Taylor received one dozen golf balls each. Six newspaper men participated in the tournament. Bob Mills of the Cleveland Press was low, and close behind were Tom Bolger, Jack Senn, L. Stolle, John Suple, and Russ Davies.

Officers of the G.P.A. are Earl Schlax, The Kroydon Co., president; William Roney, Burke Golf Co., and Gordon Goyette, L. A. Young Co., vice-pres.; and Lloyd Barton, Worthington Ball Co., sec'y-treas. Schlax announced that the tournament had more than paid expenses, and predicted an even bigger and better tournament for the group for next year, although all were agreed it would have to go some to beat this year's swell party.

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