supplies conveniently, fully and correctly supplied at the shop.

This is just as important at a public course as at the most exclusive private club. It is a reflection on public course management and operation if the pro shop service isn't thorough and expert. We at Long Beach always are mindful that the pro department operations of the municipal golf facilities must be a public service of high value to the community. Consequently, with small shop space being all that is available we simply had to try to make it the busiest, most helpful small shop in all golf.

Mardfin Named Executive Secy. of American Park Executives

The American Institute of Park Executives has appointed Emile (Bim) Mardfin as its new executive secretary, announces William Penn Mott, Jr., Pres. Mardfin, who takes up his new post on March 1st, has retired from the New York City Park Dept., where he served as assistant dir. of Maintenance and Operation.

His principal responsibility in the New York Park Department has been supervision and development of the ten public golf courses maintained in various sections of the city, as well as its 20-acre pitch-putt course.

He was responsible for the complete rehabilitation of these golf facilities, which had deteriorated greatly during the war years. In his last season of duty, golf fees were more than doubled, and the income used for an extensive improvement and modernization program which he developed, and now is substantially completed.

Mardfin was responsible for golf tournament promotion and management, public relations and publicity, and for extensive experimental work on soil improvement, special grasses, irrigation and design. He established an extensive city-wide sod nursery, and developed a program for changing over golf course irrigation from the city water supply to other sources. At the time of his retirement, he had under way the complete reconstruction of the Van Cortlandt Park golf course, necessitated by new city highway construction.

As Institute executive secretary, Mardfin will develop an extensive program of research, education and experimentation work, to be conducted in various regional centers around the United States and in Canada.

Robert Moses, Commissioner of Parks for New York City, declared concerning Mr. Mardfin that " . . . he has demonstrated more than average executive and organizing ability . . . initiative and a faculty for making practical use of his broad and varied background in horticultural and public recreation work." GOLFDOM heartily agrees.

Corcoran Brothers' Father Dies Suddenly

Michael Frank Corcoran, 75, died Feb. 14 of a heart attack at Wellesley, Mass. He was born near Harvard Square, Cambridge, Mass. He was active until the day prior to his death.

He was the father of Fred, public relations director for the PGA and tournament bureau mgr. of the Ladies PGA; George, who is pro at Greensboro (N. C.) CC; William and Joseph of the Massachusetts Golf Assn., and John, who is a Ford dealer in Wellesley, Mass.

Mr. Corcoran had a fine career of kindliness and helpfulness and rejoiced in the rich reward of having his admirable personality reflected in his five sons and his name honored by their conduct.

1953 Western Junior at Stanford, June 16-19

Oldest junior championship in the nation, the 36th Western Junior, will be contested at Stanford University course (San Francisco dist.) from June 16 to 19, 1953. Since 1938, the WGA Junior has been held chiefly on courses of Big Ten schools. Arrangements for the presentation of the 36th Western Junior were made between Alfred R. Masters, director of athletics at Stanford, and Gordon E. Kummer, WGA past pres. Event will open with 18 holes of qualifying on Tuesday, June 16, with match play to follow for the surviving 32 until the 36-hole final on Friday, June 19.

The 35th Western title, contested over the University of Minnesota course, was won by Don Nichols of Auburn, Kans. He will not defend his crown in 1953 because of over-age. The Western Junior is open to golfers who have not reached their 20th birthday.