



The originators of the golf salesmen's group, now in its third year. Left to right: Roy Schoepf, Mike Shahan, Bill Hay, and Chas. MacDonald.

SALESMEN BUILD PRO HARMONY

Golf salesmen of Northern California organize to promote understanding of and between pros

CERTAINLY the merchandising job, the club member service, the credit status and the way the clubs and newspapers in northern California brag about their pros, indicate that pro golf is on a sound basis there, despite the depression vicissitudes to which this section has not been immune.

Playing an active and helpful part backstage in promoting the understanding and earnest, genial ballyhoo that favors the pros in this part of the country is an unique organization, the Golf Salesmen's Assn. of Northern California.

You think it's tough to get pros to pull together? It ought to be a cinch compared to the difficulty you might expect in getting competing salesmen to join in a common cause. Those boys have to produce under any circumstances or it's their jobs.

In northern California the salesmen work together to set the stage so they'll all have a chance to make money happily instead of wasting time in futile competitive bitterness, and so the pros and manufacturers understand each other's problems instead of being eager to blast out that the other guy's a—we'll skip that—whenever anything goes wrong.

It sounds like the millenium, but it's actually happening in a way that should be widely emulated.

In Third Year and Going Strong

The Golf Salesmen's Assn. of Northern California now is in its third year. Recently elected officers for the ensuing year are: Charles MacDonald, Spaldings, pres.; R. B. Stevens, Dunlop, v. p.; Roy Schoepf, U. S. Rubber, treas.; Mike Shahan, Curley-Bates, sec. Directors, headed by Bill Hay of Hay-Poinsett as chairman, are Jim Scott of McGregors, Archie Stewart of Stewart and Johnson, Jimmie Miller of

Wilsons, and Ben Poinsett of Hay-Poinsett.

Concerning its history and activities Roy Schoepf says:

"This association was formed to promote good fellowship between golf pros, greenkeepers, the sports writers, club managers and golf salesmen. In 1933 we organized and decided to give an 18-hole tournament to be followed with a dinner for the above groups of men. The response to our invitations almost floored us—where we expected from 20 to 30, we actually had 81, and, almost to a man, they played golf and remained for dinner. Our evening's entertainment consisted of purely local talent among our guests and, to our surprise, some of the boys never will have to take a back seat in any man's party.

"Prior to the association's formation the salesmen went to their superiors and put the proposition up to them for approval, which was received.

"Then we went to the president of the PGA of this section, told him of our plans and asked the pros' support. We then sent out invitations to every golf pro, assistant pro, greenkeeper, newspaper sports writer and manager, inviting them to attend our tournament, each pro having the privilege of inviting one amateur from his club.

"We charged an entry fee of \$2.00 and \$1.50 for dinner, the newspaper sports writers the guests of the salesmen.

"The entry fee was used as prize money and to offset incidental expenses. Three tournaments have been run as above out-

lined, each one growing in size and interest. Up to this year, two events were held each year. 1936 marked the start of a permanent annual event to be listed on the PGA tournament schedule and played in the spring.

"This year a raffle was promoted by our organization to raise additional money for our purse.

"The raffle was a great success. We were able to offer a purse of \$450. There were 61 pros and assistants, each of whom received \$5.00 or more, our top money being \$50.

"We offered prizes for the best pro-amateur score, pro-newspaper, pro-green-keeper and pro-salesman. We also purchased refreshments which we used as additional prizes. This year we had 145 entries, with 61 money prizes and 42 prizes for the various amateurs.

"So this tournament will not take on too serious an air, we keep our top money low and spread it out, thereby giving the boys one tournament a year where they can all get together, have a real good time and still, at the end of the day, be reimbursed for their expenses, the lucky ones having a few tenspots to buy balls and clubs from us the next day or so.

"In arranging our foursomes we try to mix up our players so we do not have four men from any division playing together. This helps everyone to get better acquainted. In our last tournament we had 11 newspaper sports writers, 9 greenkeepers, 6 club managers, 63 pros and assistants, 12 salesmen and 45 amateurs.

"Playing with us in our last event, we had Lefty O'Doul, former major league baseball star with one of the New York teams and now manager of the San Francisco baseball team, and Max Baer, former heavyweight champion. We also run our tournament as a strictly invitational affair."

Mike Shahan, the organization's secretary, gives additional sidelights on the

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Salesmen's association by commenting:

"We're already starting to make plans for a big Open tournament as a feature of the 1939 World's Fair in San Francisco. In our next association tournament we expect a field of more than 200 and have begun to work on the details in whatever time we are able to get after our regular work is handled. The pros really do more than half of the work in arranging and conducting the event so it's expertly handled.

"Out here the PGA membership is practically 100% of the pros. They are proving that they can sell what they agree is deserving of pro endorsement. They have done such a good job in handling themselves and their merchandising and service problems that quite a few more of the clubs have turned over ball sales to pros in addition to their salaries and the northern California situation is getting in line with the rest of the country.

"Representatives of the Southern California PGA have been studying our association's operations because of the effect it has had in bringing pros closer together on a social basis that leads into better business and more unity.

"I have seen this development of harmony work out a number of times as a

result of the salesmen's parties bringing the playing stars and the little-known pros together on a pleasant, even basis. They get together, and fellows who formerly were condemning each other as fatheads now sing praises of each other and compare ideas to mutual profit."

Bradley Has Easy, Safe, Fungicide Application Method

CLINTON K. BRADLEY, greenkeeping expert at the Passaic County (N. J.) public course is employing successfully a method of fungicide application that will interest many greenkeepers. Bradley describes his method thus:

"I have 200 lbs. of fungicide on hand, weighed up, and packaged in paper bags for each green in rates of 1, 2, and 3 oz. per 1000 sq. ft. This material is applied when, where and amount needed as indicated by reading of my Taylor thermograph. I have the course divided in four maintenance sections, with a tool shanty for each section.

"When a fungus attack is expected, the groundsman are told what greens to treat, and at what rate to apply. The mercury is brought to the green, the paper bag opened, and assuming the green is 5000 sq. ft., the man takes a quart of sand for

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