



Here are the recently elected 1938 officers of the Golf Salesmen's Assn. of Northern California. Pictured in front row, left to right, are: Jim Scott, secy.; Ben Poinsett, vice-pres.; Don Forster, director; Jack Irwin, director. Back row, left to right: Jim Miller, director; Chas. McDonald, treas.; Ray Schoepf, pres., and Bill Hay, chmn. directors.

UNSELFISH PROMOTION

By ROY SCHOEPF

THOSE in the business end of golf have so many problems of operation and contacts to contend with that coordination of effort and a friendly understanding of all golf businessmen is essential to the successful conduct of the game as a business.

Golf salesmen in Northern California realized this situation six years ago. Not only the problems common to the men who are selling golf playing equipment, but the problems of golf operation, seemed to these salesmen to demand a unity and mutually sympathetic understanding that was missing from the picture. Consequently the Golf Salesmen's Association of Northern California was formed. We who have worked in making this organization a success—and that means every member—believe that we may take pride in the group's achievement. Furthermore, we are confident that we have something that should be copied in every major golf section of the United States.

In the operation of the Golf Salesmen's Association of Northern California, we believe that we have made the most of a policy of friendly and unselfish service. The interests of each company represented in the Association have been advanced by the manner in which all of us have been careful to conduct the Association activities primarily for the general good of golf.

The big event of our calendar is the annual tournament. This is our get-together that brings into a general and pleasant assembly the fellows upon whom depends the business operation of golf.

The pro-Salesmen's tournament of 1937 played on April 19 at the Millbrae (Calif.) G&CC, where genial John Battini is pro, was the biggest success in the history of our association. All attendance records were broken with 240 entries for golf and dinner. We had a purse of \$675 for the pros and their assistants to shoot at. As we play our event over 18 holes, this was not a bad sum for a bunch of salesmen to get together.

This year our event will be played October 3 at the California GC. We expect to have a purse of about \$800. Upon checking most money events, we find the average assistant has very little chance to break into the money column, so we set our money up as follows: If our total dollars amount to, let's say, \$700, we put up \$500 for the pros and \$200 for the

March 13 to 16 are the dates set for the annual Dixie Amateur Championship tournament. Dates also have been set for the Miami Mid-Winter Amateur event, Jan. 31 to Feb. 3, which yearly draws a field of 150 or more players in the East. The two amateur events will be played at the Miami CC.

assistants. We always keep our top money down. I believe \$75 has been the largest check to any one pro. By so doing the boys forget about the almighty dollar and go out and have some real fun. When all is over, someone comes home with a few extra dollars. However, every pro and assistant receives a check for at least \$5.00; so, in our event one cannot lose.

The entrance fee will be \$5.00 which will include dinner and an evening's entertainment, also held at the California GC.

Our tournament is an invitational affair and embraces all golf pros, their assistants, club managers, newspaper golf writers, greenkeepers, one amateur from each club and our salesmen. We have trophies for each flight to shoot at, such as pro-greenkeeper, etc. There is a handsome plaque for the winning pro of the pro-salesmen's flight to keep for one year.

Over \$2,000 Spent for Event

Runner-up prizes in all flights consist of some six cases of good liquor. In addition to all of the above prizes, this year again, we will hold a raffle of golf merchandise that will total \$900. All in all, our 1938 tournament will have a purse of at least \$800, a raffle of \$900, an investment of trophies, etc., totalling nearly \$250, and a dinner and evening's entertainment costing at least \$400.

In all walks of life today we hardly get to know our neighbor. Neighborliness is the aim and main purpose of this get-together. Almost to a man, our entries make their bread and butter out of this game of golf; therefore, how necessary it is that we should know each other and the problems that confront us.

How many of us give the greenkeeper (the almost forgotten man in golf) a thought. After all, he makes it possible to score well, which makes the average member pleased. Then he, or she, is satisfied with the woods, irons and balls being played with, a sale we have made thru the pro at said course.

Then there is the club manager. He

seems to get hell too often. When he does a good job the member is satisfied. The member's day has been a success, which means the member will want to return again as soon as possible. Again, the prospects of a sale of balls, gloves, tees or maybe a set of irons may be coming up for us.

The newspaper fellow runs his legs off trying to get a story on a possible 200 entries in a tournament, with a cameraman being balled out for snapping a picture while some prima-donna is still stroking her or his putt long after the ball is in the hole. After a full day of this, he writes his story just in time to beat the deadline. The winner finds his or her name and mug in print and can't wait to get out again, and here we salesmen may get a break in another sale.

The pro and his assistant are very important; to them each member looks for advice. It may be about his game, his clubs, and ever so many other things. The up-and-coming pro greets his members by name, listens to their troubles and with tact and diplomacy sends the member on his way with a smile, which may be the start or finish of a successful day at the club.

The approach and the little courtesies shown in the pro-shop lead to sales in golf merchandise when least expected and here again we salesmen may also make another sale. So, I repeat, the better we all know each other and our respective troubles and problems the easier the going will be. I hope that we, as golf salesmen, have contributed our bit in creating a better feeling of fellowship between all concerned.

Our association is very active at all golf events in Northern California. At the Oakland Open, Merle McCoy, one of the most successful club managers in the bay area, turned the complete scoring of this event over to us. We appointed men of our association to various duties and they were carried out to the letter. The press was kept informed at all times and the scoreboard was up to the minute with the latest information from out on the course.

The Junior Chamber of Commerce in San Francisco each year has enlisted our organization to assist in running their Match Play Open.

At all pro-amateur events we have at least one or two of our men to help the

local club conduct the event so it will be interesting to all. As we are well informed on the subject we can, and are always willing to assist in such events. When our local pros are holding their various tournaments, we collect the entry fees, act as official starters and take care of the scores at the end of the day. Many times we are called on to referee events or to act as marshalls, all of which our men do to the best of their ability. All in all we try to promote golf in a way that increases good will and makes for a more enjoyable time for all concerned.

At a recent election of officers the following were elected to office for 1938:

Pres., Roy Schoepf, United States Rubber Products, Inc.; Vice-Pres., Ben Poinsett, Link - Lyon - Penfold - Jackman; Sec., Jim Scott, McGregor Distributor; Treas., Chas. McDonald, A. G. Spalding Sales Corp.; Directors: Wm. (Bill) Hay, Chmn., Curley-Bates Co.; Jimmy Miller, Wilson Sporting Goods Co.; Don Forster, Sporting Goods Sales Co.; Jack Irwin, Manufacturer's Rep.; Bill McCubbin, Phil Bekeart Co.; Hon. Pres.: John Black, Pro, California Golf Club.

10 YEARS OF KID CLASSES

BEGINNING in 1927 John Bernardi, pro at the Charles River CC (Boston district) has been conducting free 10 year observation both Johnny and classes are one of the best ideas ever put into operation. Many of John's kids now have grown up to the age where they are showing the benefits of this early instruction and are far better than average golfers.

Every spring Bernardi gathers up all the old clubs that the shop has been able to collect and donates them to the youngsters who need new clubs. He and his assistant, Steve Sincheck, keep their eyes open for youngsters who need these clubs. They lean backward to keep sales effort out of the picture and let that element take care of itself by the response of the parents. That response, in good will and in shop and individual lesson sales, has been very strong. Boston newspaper publicity has been given extensively to the activities of the Charles River lads and lassies.

Each two weeks during the season John and Steve run a tournament for the kids. Johnnie donates most of the prizes. There are A, B, and C classes for the boys and the same classes for the girls. Class A kids play 9 holes; Class B, 6 holes; and Class C, 3 holes. The winner in the A

classes gets 3 balls, the B class winners get 2 balls, and the wee winners in C class get a ball apiece.

This year A. B. McIntire, a club member, has donated cups for the champions of the various classes. Miss Barbara Swenson is chairman of the junior tournament committee. Apparently the women start early to show their proficiency over most males, in running tournaments, committees, and men in general. Miss Barbara has appointed committees for prizes and for handicaps.

Johnny's idea is that with the youngsters running their own tournaments, they'll get more than golf out of their golf experience at their club.

Officials at Charles River are 100% for the junior class lesson and competition plan. The future and present business phases of junior promotion take care of themselves in good shape, Johnny has observed, and he comments that there are very few greater sources of satisfaction to a pro than that of seeing those kids develop as good golfers and as young gentlemen and young ladies whose attitude and deportment in competition is bound to be a reflection of pro influence.

And so on, by Johnny, for 10,000 words. When the guy gets wound up on those Charles River kids he goes on enthusiastically, like the brook . . . forever.

It's often surprising how little the new member of a club knows about the organization he has joined. Frequently there are points about club service that many old members don't know. To make reasonably sure that members know all about the club, Olympia Fields CC (Chicago district) issues an attractive little booklet giving details of each department's operation.