

Pro Gives Tips to Live Assistants

ART SCHLUETER, successful young pro, graduated into a summer resort job after serving as assistant to Tom Rose, then to Francis Gallett at Wisconsin clubs. Then the Schlueter lad went to his Grade A job; that at Shorewood GC, Green Bay, Wis. Schlueter gives some tips to other young fellows who are climbing:

"See that your club, even if it's a little resort job, has plenty of competitive events to attract players. Arrange and conduct those affairs personally so everybody, whether they win a prize or not, will have a good time.

"Be sure that you and your shop are neat. Your own appearance has a lot to do with making the job look important to the members. If they see dirty fingernails when they're being sold some golf balls, they'll not think much of you as a businessman. A fellow who owns a good store wouldn't keep a clerk who is untidy, and you're competing with good stores.

"Another place where you can quickly show members the advantage of having a good pro on the job, is in the caddie department. Spend all the time you can with those kids and see that they are educated to give the members caddie service that can't be beat.

"When you start on your first job you will be handicapped by not being able to carry a big stock. That's a good thing for you because you will be saved from going in over your head. You will be able to establish good credit. In another way it will work out O. K. for you if you have stiff competition from stores. With a small stock you will go to more pains to explain to your members that you can get anything they want and which will be exactly right for them, and get it quick. You can get their confidence by explaining that instead of trying to sell them anything just because you have it in stock, you are giving them a personal fitting of clubs.

"Don't spend too much time away from the pro-shop. I was brought up in golf by Tom Rose and Francis Gallett who impressed this on me and it was one of the best lessons I ever learned. The young pro's living is made in the pro-shop or right close to it on the lesson tees, and not on those nice greens for 25 cents a point.

"On Saturdays and Sundays be at the

first tee to get all the entries you can in the 25c or 50c blind bogey and be at the scoreboard when the members come in to post their scores.

"Act and study like you had a future ahead of you in the golf business and your members and the manufacturers will give you a lot of help in getting ahead."

N. California Salesmen Hosts In Annual Tourney

EXACTLY 200 pros, assistant pros, club managers, greenkeepers, amateurs and newspapermen turned out for the recent annual pro-salesmen's tournament sponsored by the Golf Salesmen's Assn. of Northern California. Tournament was held Sept. 18 at the Lake Merced G&CC, San Francisco.

Among the pros, Larry Brazil, Willie Goggin and Harold Stone tied for low gross with 68s. George Beer carried off honors in the asst. pro class, shooting a 70. Winners in the amateur field were George Grau with 72, and Cy Donaldson, Malcolm McNaughton and Ed Lowery with 73s. In the club managers flight low gross went to W. J. Ballard, and low net to N. T. McKee. Among the greenkeepers, F. L. McIntosh won low gross, with Ernie McEnroe and George Santana tying for low net honors. Cash awards totaling nearly \$1,000 were given winners in the various flights. The guests also took 1,300 shots at a short hole during a hole-in-one contest and Stan Gates came the closest to an ace, his best shot ending up 8½" from the cup.

In order to put the tournament over as successfully as possible, none of the Ass'n salesmen took part in the golf events this year. Their time was spent seeing everything ran along smoothly during the day. However, the salesmen are to have their day the latter part of October when they will return to the Lake Merced course to play the pro-salesmen's flight.

Charlie Hook and Ben Coltrin, Lake Merced manager and pro respectively, did everything to make the day a success, and to quote Roy Schoepf, U. S. Rubber Co., president of the salesmen's group, "they certainly did a swell job. The dinner following the play was a 'wow'. The annual raffle went over in great style, and the evening's entertainment, following the dinner, couldn't have been better."