

Company and Trade Tourney Business Gives Pros A Lift

Prize lists of company trade association and other organization tournaments seldom produce the profit they should for the professionals at the clubs where the tournaments are played. At least that is the belief of a veteran N. Y. Metropolitan district pro who prefers not to be identified. His club isn't especially fond of outside tournaments and only takes a few of them which are old established events sponsored by several veteran members.

"I was like most other pros" he says, "in being satisfied with the prize buying the guest group committee volunteered to do in the shop, and with the \$50 or \$75 they gave me and my assistants for running their golf day. But at those affairs a lot of prizes are contributed by companies having representatives playing the tournaments, and a lot more prizes other than pro golf goods are bought.

Run The Program

"Most of those people are glad to have you pick up extra money by taking the work off their desks, arranging the whole program, suggesting the prize list, including numerous items from the pro shop, and then discussing what else might be contributed or bought elsewhere.

"In arranging one tournament I work with a company purchasing agent and he sets it up for me to buy at dealers' prices. I make something on these prizes but I don't charge full retail price against the prize budget. I'm no hog but I like to make some money for services rendered.

"All prizes are gift-wrapped," the pro continues. "The more expensive prizes have, whenever possible, inscriptions, plates or tags indicating the event and, sometimes the prize donor and the winner's name which I have put on later, particularly when it is an expensive golf bag or luggage. When it is a set of clubs, I have labels made for the shafts.

"My staff works out the list of winners, posts the list and handles the drawings in case of ties.

Try to Avoid Confusion

"We also arrange the prize displays and the distribution of the many minor prizes so there won't be the traffic jam, delay and confusion that are so common at company tournaments.

"I have been the guest of some of our members at organization golf tournaments



Californians Cited

John Brodie, San Francisco '49er quarterback, E. Harvie Ward, Gene Selvage and Nelson Cullenward (l to r) made up featured foursome at recent California Hall of Fame Tournament. Ward, two-time USGA Amateur champion, and 74-year old Douglas Grant, who won California amateur title in 1908 and 1918, were inducted into the state's golf Hall of Fame. Grant couldn't attend ceremonies, however, due to illness. There are now 10 men in the honor fraternity. Five other Californians, John Lotz, Pro Tom Lo Presti, Selvage, Lucky International tourney official, Jim Weichers and Janis Ferraris, were given achievement awards at banquet that followed the tournament.

played at semi-public courses. These clubs have many of these events but I am rather amazed at the lack of business management at some of these affairs. They are disorganized, confused and waste a great deal of time. The prizes are haphazardly arranged, often not identified as the awards for specific events, not distinctively wrapped and often are practically thrown at the winners.

"Those affairs strike me as being bad business and bad advertising for the club at which they are held."

Publish 'Fungus Amungus'

Arizona supts. have formed the Cactus-Pine GCSA and are issuing a monthly bulletin, the 'Fungus Amungus' Journal. Pres. of the organization is Jay Woodward of Desert Forest CC, Carefree. Other officers are Noel Fraser, Meadow Hills CC, Nogales, vp; Harold Wesley Coconino CC, Flagstaff, sec.-treas. Directors are Robert Ervine, Phoenix CC and Mark Gerovac, Oro Valley, Tucson.

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