Southern California PGA used this advertisement to congratulate junior proteges who won four national junior championships in 1952. The four champions pictured above are: (L to R) Mickey Wright, Mission Valley CC, San Diego, USGA Girls’ Champ; Eddie Meyerson, Brentwood CC, Nat’l. Hearst Junior; Al Chandler, Western Ave. GC, Nat’l. Caddie Champion, and Tommy Jacobs, Montebello CC, USJCC Nat’l. Jr. Champ.

We hurry to assure our fellow PGA members that the junior program itself has many, many follow-up possibilities.

We conduct free instruction clinics twice a week the year around. The youngsters themselves handle their own tournaments, figure their own handicaps, and with an adult as a supervisor in the background, conduct all their own business. They even hold social affairs at our club several times a year, at which they invite their parents to be guests for a business session, dinner and an informal dance.

This keeps the youngsters interested and the parents enthused. The time spent by a pro in such promotion definitely results in good business.

So it simmers down to this — especially in my shop — that if you’re going to meet and beat downtown competition, you’ve got to give your golfers all that the downtown shops give ‘em, plus your knowledge of golf management, golf diplomacy in heeding the criticisms, tournament conduct and promotions, a wide-awake suggestive salesmanship program and — if possible — a junior program for members and guests.