

Bolivar, N.Y., or Coudersport, Pa., for example, might never be mentioned in Buffalo or Erie newspapers in the regular course of events; but as host to a Bi-State meet it naturally rates a writeup in the account of players from those larger places and how they did in the competition. It is not just vanity which puts a value on such notices. For any club to be known outside its immediate vicinity is for it to have a potential in traveling golfers who represent future revenue, and to have some attraction for the better pros, whether as future employees or as permanent ambassadors. There is advantage either way.

An example of the building effect of the League tournaments can be found in the results to any of the member clubs. Enrollments are up, interest is keener, the back areas know more golf and more golf personalities, and the game is generally better off, all around. In Smethport, for instance, which is the very small seat of a very prosperous Pennsylvania county, a lot of new membership was pulled from nearby Bradford, where the sports department of the daily ERA has consistently given the Bi-State League good coverage.

Clubs in the Bi-State area which went in from the beginning on the plan have been so well satisfied, and so many others which were slow at first to see the advantages have since shown their desire to join, that the management of the League is now considering a small change in the arrangements. For 1949 it was proposed to have each club in turn, as it entertains the competitors, put up for them a \$50 prize. It will be well earned, because it will heighten still further the interest in the tournaments.

The originators of this scheme in the Pennsylvania-New York area have put it over with a permanent setup which they do not intend to change, — at least, not as long as it works. The officials named above expect to keep going until further notice. Naturally, there has been some crabbing: nothing human ever escapes it. At one of the later 1948 affairs a club member griped to John Trish:

"You pros are making a pretty nice thing for yourselves out of this Bi-State League. Why isn't it turned over to the clubs themselves, for the benefit of the amateurs?"

"Well," Trish answered, "most of the amateurs can see the benefits they get out of it; and if the pros can't make any money on it, you're welcome to take it over and change it to suit yourself. The only drawback is, that if you do, the pros will have to stay all the way out, from here on."

There has not been any more complaint from that quarter, and the organizers do

not expect any more for some time to come. The plan has proved itself, and practically everybody is very glad to join in as it is. That goes for Larry Dana of Pennhills, who catches all the amateur tournaments between Canada and Mexico and uses three or four sets of clubs a year, as well as for the newest beginner who came in with his first golf bag after reading all about it in the local paper.

It is a system which works with fine results in Texas, New York or Pennsylvania: and why would it not make an improvement in the golf picture anywhere in the country?

Junior Golf Week Promotion Needs Organization, Timing

The far reaching benefit that accrues to professionals and the business of golf in general from active and consistent promotion of golf among the younger set is sufficiently important that every professional and organized group should make a concerted effort to carry out a schedule of events for junior promotion, whether it be for a week, a month or a season.

The designation of a special week for the purpose of launching a program of events for the junior element is excellent if a schedule is adopted to which interest can be developed and participation increased, but if the week is to serve only as a "shot in the arm," the effects of which are soon to wear off, then the observation of such a week falls short of the goal for which it was originally intended.

Building and maintaining interest in golf among the youngsters calls for leadership — leadership of a patient and persistent type — of a quality that an able professional with an eye to the future will do well to develop. Little of lasting importance can be done with boys and girls in a week, neither can one effectively demonstrate or exercise the necessary qualities of leadership in so short a time. Surely, then, it is evident that if there is to be just compensation for effort expended, any program launched to stimulate interest in golf among the junior group must be carried on until there is ample opportunity to in some way measure results.

GOLFDOM received an official announcement June 19th that the PGA National Junior Golf Week would be observed June 20-26. That timing is bad for allowing preparation of any detail of a program to focus strong interest on putting forth special effort in junior golf.

George Lake, Junior Golf Committee Chairman of the PGA is professional at



CELEBRATE FRED'S 35th YEAR

O. J. Noer photo

Greenkeeping colleagues and association officials, club officials and members surprise Fred Burkhardt on his 35th anniversary as supt. of Westwood CC (Cleveland dist.). The vigorous robust trailblazer of modern greenkeeping is sitting, third from the right, with his collar open and gallus hitched up, fit for many a year of hard, smart work still.

Recreation Park Golf Club at Long Beach, California, and in that position, over a period of years, has done one of the outstanding jobs in the nation of teaching golf to youngsters. It is a year around job with him.

Because he has had long experience in working with boys and girls, it is certain that George was not responsible for keeping the announcement of the special boys and girls week delayed until the day before the program was to be launched. Planning, building interest, making preliminary arrangements and preparing for a special event of this nature, at a time when the professional is the busiest, must be on the calendar months ahead of time, as George will tell you. Failure to give ample time for planning a local junior golf program, however, need not be a deterrent in conducting a special tournament of events for the boys and girls. The PGA announcement of a National Junior Week can and should serve as an incentive for a better program than otherwise might have been planned.

Formation of a National Junior Golf Club for which attractive membership cards are furnished and in which all junior golfers participating in club programs are eligible should provide an assist to the professional in his work with the young beginners.

In addition to the membership cards in the National Junior Golf Club which can

be obtained by members from the PGA, the National Golf Foundation furnishes free to professionals gold-bronze "Professional's Award - Junior Champion" medals for winners of junior tournament events and certificates of award for other honor and place winners. These medals and certificates are patterned after medals and certificates which have been used successfully by high schools and colleges conducting intramural tournament programs.

The number of national junior tournaments scheduled this year makes it imperative that most every professional give consideration to entering their proteges in not one but as many of these events as possible. Professionals who conduct weekly lessons and/or events for the youngsters sooner or later are going to come up with some excellent material for these national junior events. Surely the aggressive professional will take advantage of the opportunity to carry on a local junior program with an eye to developing qualifying material for the national event as well as local and regional junior events. It is anticipated that the United States Junior Chamber of Commerce National Junior Amateur Championship will be a climax to an original entry list of more than 15,000 youngsters who played in local and state tournaments. This is nearly twice the number which were reported last year. It is an indication of

what can be done with organization and leadership and the alert professional will not overlook the long term advantages to be gained from the expenditure of a little time and effort in encouraging the youngsters of today.

It isn't too late for the professional to help some youngster on his way by preparing him for one of the following events this year, or at least get a program under way which will make it possible for him to help the youngsters on their way next year. The national junior events this year are as follows:

- July 27-30—USGA Junior Championship, Congressional CC, Washington, D.C.
- Aug. 1-6—Women's Western Junior Amateur, Onwentsia CC, Lake Forest, Ill.
- Aug. 2-7—U. S. Junior Chamber of Commerce National Junior Amateur Championship, Houston (Texas) CC.
- Aug. 2-4—Hearst National Junior Championship, Medinah (Chicago) CC.
- Aug. 16-19—WGA Junior Championship, Univ. of Michigan GC, Ann Arbor.
- Aug. 29-Sept. 3—National Caddie Championship, University GC, Columbus, Ohio.

Women's Western Junior Renewed, Aug. 1-5

Women's Western GA renews its junior championship Aug. 1-5 at Onwentsia club, Lake Forest, Ill. Age limit is 18th birthday. Handicap limit is 36. Entry fee is \$3. Entries close July 27 with Mrs. Charles Dennehy, 436 E. Woodland Rd., Lake Forest, Ill.

Pros are asked by WWGA officials and members to bring this event to attention of parents of their promising young girl golfers. The event was started in 1920, discontinued when the war started, and revived when Patty Berg gave her prize money as winner of 1948 WWGA Open to bringing this event back to the calendar.

SHOWMANSHIP IS HIGH NOTE

(Continued from page 30)

ders. I'm sure you'll find your game will improve with these clubs."

And then, after the sale is made, are you going to let the customer trot away without making a tie-in sale?

Let me give you one on Vic Baker that'll remain in my mind's eye as a masterpiece. He and I were "chewing the fat" in the easy chairs of his shop one day when two golfers walked in.

"Vic," said the first one. "I've decided to buy that set of clubs we were talking about the other day. And that bag over there."

Vic courteously excused himself to me, and walked over to the rack. Got the clubs

and bag, put them together, talking and chatting all the while.

Then, the customer asked what would be allowed on a trade-in of his old clubs. Vic mentioned a fair price. The deal was completed. The man wrote out a check, and went out to play.

But, Vic had noticed that the customer's friend had taken a "rent set".

The next day, he sold that friend the same set of used clubs he'd taken in, and at a neat profit.

In the meantime, he'd had his shop man clean 'em up and they looked like new.

Keeping All Satisfied

Both the first customer and his friend were satisfied. Each had gotten what he needed. Each had got a square deal.

In fact, one of the biggest points in pro selling today is in keeping the golfer satisfied. Make him know that you are there to serve his needs. That you'll give him a square deal. That you've got what he wants, or can get it, and that you are not going to high-pressure him into taking something he doesn't want or need.

Keep your customers' confidence.

Vic Baker has done that for many, many years in Southern California. Not only that but he has been the guiding light for many new merchandising customs.

He was the first pro in California to stock real golf shoes and shirts in the pro shop, and back in 1933 at Potrero, he started the now popular custom of making every golfer pass through the shop to get his green-fee ticket.

Strange thing, though, when Vic returned from World War I, where he'd served in the Signal Corps, he was not a golfer. He'd lived in North Dakota and Montana all his life—and was headed for a future as a telegraph operator.

Whatever it was that sent him to Southern California in 1920, where he opened a cafe in Los Angeles is a mystery. But it has been a boon to golfers on the West Coast.

He switched from the cafeteria to the Beverly Driving Range, in association with Ray Burea, in 1923, and a year later opened the Slauson Driving Range. From there he moved to Crenshaw Driving Range in 1923, to Potrero private course as pro-manager from 1930-35, and he has been at Lakewood ever since, except for another 3 years in his country's service as a Coast Guardsman in World War II.

At Potrero he was associated in a four-way partnership with Gene Marzoff, Louie Hoff and Chester Nelson.

Vic Plays "Santa Claus"

It was at Potrero, too, that Vic conceived the now popular idea of wrapping golf gifts in Christmas packages—and what's more