

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

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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