



MICKEY WRIGHT
Mission Valley CC, San Diego
Nat'l. Jr. Champ.

EDDIE MEYERSON
Brentwood CC, Los Angeles
Nat'l. Jr. Champ.

AL CHANDLER
Western Ave. GC, Los Angeles
Nat'l. Jr. Champ.

TOMMY JACOBS
Montebello CC, Los Angeles
Nat'l. Jr. Champ.

congratulations, champions!

To you, National Junior Champions of 1952, the membership of the Professional Golfers' Association of Southern California extends its warmest congratulations. We find particularly proud and happy that you have justified our faith in you, the time and efforts of our members who helped you develop into champions. Your brilliant showing—almost a clean sweep for Southern California—should give added impetus to our fast-growing PGA Junior Golf Program. Your accomplishments will prove an inspiration to all other Juniors, showing them that with hard work and the experienced help of their Professionals, they too may become big golfers.

Again—congratulations, champions!

The Professional Golfers' Ass'n of Southern California



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.

Fitted Clubs on Trade-in Lift Grout's Sales

Dick Grout, pro at Butterfield CC (Chicago dist.), boosted club sales after mid-summer to a surprising extent with just one letter mailed to his members.

The letter is something for a pro to use as a hunch for his own advertising along in July. It read:

Dear Member:

IF YOU KNOW WHAT'S GOOD FOR YOU—There's a saying that has made the rounds!

Make your next rounds of golf the best by playing with equipment that you know is GOOD for you.

As your golf professional I know how to select irons and woods to fit you—and THEY must fit YOU, before you can ever fit your swing to them.

Are your hands on the small side? Have you strong wrists, short arms, tall frame—each factor must be diagnosed by your Doctor of Golf, before you ever actually have your own set of clubs. Don't be content to wear the other fellows "shoes".

Now is the best time to finally find your own set of clubs. I'll take over that old set and give you top money for it. We'll call the next couple of weeks, trade-in weeks. Let me see you soon. I'll take a good look at you, your swing, make you smile at the price you get for that old set—and finally start you toward the Tee with your knowing you got exactly—WHAT'S GOOD FOR YOU!

Cordially,
Dick Grout
(The Fitter)

Longhurst's "Golf Mixture" Is All-Star Reading

Henry Longhurst, well known to American golfers as a reporter with Walker and Ryder Cup teams, has collected his pieces in the Sunday Times and the Sporting Life of London, into a book entitled "Golf Mixture." It's subtitled "A Golfer's Bedside Book," but you will stay up late and enjoy every minute reading Longhurst's brilliant observations and comment, written in the liveliest literacy that shows in sports copy anywhere in the world these days.

The book is published by Werner Laurie of London. Its British price is 12s 6d. Probably about \$3 in the USA; your book dealer can get it for you.

There's a great deal of American stuff in it, including "A Hard Case from Texas," about Hogan and a classic among the sales of copy that have been written about Ben.