



NED EVERHART,
Miami Biltmore C. C., Coral Gables, Fla.



S. L. SULLIVAN,
Jackson C. C., Jackson, Miss.



E. L. JOHNSTON,
Bobby Jones G. C., Sarasota, Fla.



CARL LINDGREN,
Visalia G. C., Visalia, Cal.

*There's nothing like profit
to give you more "pep"*

NED EVERHART, E. L. Johnson, S. L. Sullivan and Carl Lindgren are four splendid examples of the modern era in pro merchandising. Take their tips on bright display of the livest selling features—quick turnover puts profit in your pockets and "pep" in your shop operations.

Walter Hagen

[[No. 16 of our series in *GOLFDOM*
on "Pros Who Make Their Shops Pay."]]



Ned Everhart, in his new Miami-Biltmore shop, has what many claim is "the prettiest golf shop in the world". Note how the ball case is at the back of his shop so people will walk through and enable Hagen display to put in its strong sales work.

THE Hagen line commands a prominent place in my display room for I know it is good paying business to make it easy for a distinguished line and my shop's distinguished clientele to get together."

NED EVERHART.

JUST offer them the opportunity to buy,' is the story behind my success with the Hagen line. Featuring the Hagen line is just good business and will help build the pros' reputation and profits. And, I like the way the Young Company does business with pros."

E. L. JOHNSTON.

Neat, well selected stock is the feature of Johnston's shop at Sarasota. He knows the value of getting turnover profits by featuring the line with the strongest selling points.





Carl Lindgren's shop shows effective use of the Hagen line's display in adding to the dignity and authoritative atmosphere of his sales room as headquarters for the finest in golf goods.

“**M**ERCHANDISING today, a pro must give the same study as large buyers; therefore, in making a recent change to Hagen merchandise, I pride myself on using rare judgment as my sales have multiplied, my friends increased and my wife was converted too, and I'm out the expense of her new set of irons. The compactness of the blade in the new Hagen irons has added new thought and taken many strokes from the users in our club.”

CARL LINDGREN.

“**T**HERE is practically no sales resistance to the Hagen line. When they see it, they want it. The fine design, workmanship, balance and finish of Hagen clubs, your exceptionally good service and advertising all combine to boost my sales.”

S. L. SULLIVAN.

Sullivan's shop has a big inventory of stock so people are encouraged to buy because thoroughly satisfactory selection is assured. The feel and attractiveness of Hagen clubs on this broad basis of comparison make them leaders in shop sales.





They had to be good to get where they are

Recent tournaments won with complete sets of Hagen clubs include:

British Open	Berkeley \$4000 Open
Great Lakes Open	Pasadena \$4000 Open
Oregon \$6000 Open	Savannah Open <i>and</i>
Hawaiian \$6000 Open	Mid-Florida Open

Hagen clubs predominated in the bags of:

5 of the first 7 in the Oregon Open

6 of the first 8 in the Pasadena Open

the winners of the 1st and 2nd in the Western Open

3 of the first 4, including the winner, in the
\$10,000 Los Angeles Open

12 of the 24 prize winners in the \$25,000
Agua Caliente Open

and

6 of the first 10 in the \$15,000 La Gorce Open

HAGEN "Compact Blade" matched irons offer
the most advanced step in iron club design and
structure that has come about in many years. "Com-
pact Blades" are sure to stir up an amazing amount
of new interest and new business in your shop.

THE L. A. YOUNG CO., DETROIT, MICH.
Makers of Walter Hagen Golf Equipment

ALSO SALES OFFICES AT

NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearny
LOS ANGELES 730 S. Grand Ave. SEATTLE, 912 Western Ave.
