

# "Jumping Jack" Malley Is Coast Model of Star Pro Service

By D. SCOTT CHISHOLM

*Associate Editor, Country Club Magazine*

"IF YOU want to be successful in your golf shop from a salesmanship point of view you must have the merchandise to sell your customers in the first place. And in the second place it must be the class that your customers want to buy, otherwise you are sure out of luck. And, don't forget, you must see that your prices are right and that your weights, lengths, colors, etc., are standard in the general run of things." It was Jack Malley, genial, full-faced professional at the exclusive Annandale G. C. at Pasadena, California, talking. Malley is known as an unusually keen salesman, soft spoken, gentle mannered and always the very essence of courtesy to all and sundry. Some able salesmen are born aggressive—Malley was not. When he first got a glimpse of daylight in the city of St. Louis, his baby cries were not as lusty in their tones as were those of babies of a similar age and equal huskiness. This calmness of voice and mannerisms of gentleness have stood with Jack ever since.

"Yes, one must carry a comprehensive stock to command the business of the average country club member these days. It's not like the good old days when department stores didn't realize what this golf business was all about and paid little attention to golfers, either male or female. It so happens, fortunately, that the Annandale membership is not of the department store type so I experience little competition from that source," said Malley.

"I find it an easy matter to interest my members in matched sets nowadays. It is rare that I sell a single club if the truth were to be known. Even the women folk are commanding matched woods and matched irons today. Heretofore they were satisfied with any odds and ends shown them but I have an idea that the fact that the husbands will use nothing else but matched woods and irons has instilled the idea into their heads so they won't either. I like to wait on the women. They are easier to please. When the



Genial Jack Malley, Annandale pro, a paragon of velvety selling.

average common sense woman of today walks into my shop it's a ten to one bet she'll say, "Well Jack, you know better than I do what will suit me best. Pick out what you think I really need."

## Jumping Jack on the Job

We were sitting in Malley's shop while this interview was going on and I'm sure that Malley doesn't know to this day that I was interviewing him. He would get up and leave me sitting there every five minutes or so to attend to minor matters about his shop. I asked him, "How many clubs do you carry in stock—I mean month in and month out"? He paused a couple of moments as Cliff Shaw, his able caddie master called him to the telephone. It was a stranger on the telephone asking him if he would be interested in buying a miniature putting course in Pasadena for a matter of a mere song.

"How many clubs do I carry? Well, 300 to 500 on an average. I carry my heaviest stock in January, February, March and

April because these are my banner months. I've counted as many as 30 complete sets of matched irons and 40 to 50 sets of woods also matched and I make it a point to carry as varied a line as possible. I do not pin myself down to any one or two or three manufacturers. I give my customers variety. I am sorry I cannot purchase the same class of diversified merchandise in the club line for women as it is possible to buy for men for the good reason that manufacturers have sadly neglected the women players up to the present time.

"True, I now have on hand 6 matched sets of women's irons and 10 sets of matched woods but they all seem to weigh the same and the shafts of the different clubs rarely vary. It's all wrong. In men's clubs I carry three different lengths and also three weights for each club—the light, the medium and the heavy, the short, the medium length,—and the long shafted. This No. 2 iron, a woman's club, which I have in my hand weighs 13½ ozs., with a shaft of 37 inches. You'll find almost every No. 2 iron made in matched sets for women to be almost identical, with the result that we chaps have sometimes to put in a longer shaft and add weight to the blade to suit a large woman of heavy proportions. Oftentimes it is vice versa. No, the manufacturers have to awaken to the great increase in the sale of women's equipment and the sooner the better," continued Malley, who has a very large membership of the fair sex.

It so happened that Miss Glenna Collett, present U. S. woman champion, played Annandale the day before I visited Malley to get all this dope, so I asked Jack what he thought of the set of clubs Glenna carried. "I had a close look at them and they were far from being a matched set. I wasn't surprised at that because a topnotch player who has travelled so much around the world as she has, usually picks up a few especially loved favorites and it takes many years to eliminate them. In fact they are never thrown away. They stay in the bag. She carried an old warrior of a wooden cleek that had seen the test of time and from her conversation and also from personal observation, I concluded it was her favorite weapon. She used it with alarming precision. Her work with this club reminded me of George Duncan and his favorite spoon," said Jack.

When I approached Malley regarding the sale and use of the newer and larger ball he remarked, "I still sell a great many

of the old type. In fact I sell 75% of them to 25% of the newer and larger one, which, I might add, is growing in great favor with the higher handicap player because he imagines it is easier to hit, easier to get up in the air and more simple to putt with."

### Discovers Pros Star Buyer

Just at this moment one of Malley's best customers, Mr. A. K. Bourne, came into the shop, talked congenially for a few moments and left with no less than half a dozen boxes of the smaller balls under his arm. "I have quite a number of customers who buy that way. I bet you Mr. Bourne has over 300 golf clubs he's bought out of this shop in the past three years. Many he has given away to friends—many to deserving caddies. But he insists that I carry a full line of all supplies in case he may want something different from what he usually buys for his own use. He probably is the most liberal customer for a golf professional to be found anywhere in the country and with all his dough he's as nice and decent to his caddie as he is to the president of the club. Pardon me for transgressing a bit but I simply had to tell you that about Mr. Bourne," said the professional, Malley the Jack.

The Annandale show room, beautifully laid out and tastefully furnished, is 15x35 feet and boasts of no less than 9 windows. The work shop is 20x30 with 7 windows, all of which means lots of fresh air and coolness. The walls are decorated with autographed photographs of such celebrities as George Duncan, Abe Mitchell, Horton Smith, Harry Cooper, Macdonald Smith, Walter Hagen, Tommy Armour, Bobby Cruickshank, Al Espinosa, Bob Macdonald, Jock Hutchison, Eddie Held, Bobby Jones, George Von Elm, Douglas Fairbanks, Al Jolson, Frank Craven and many others of lesser fame, all the camera work of yours truly.

The caddie house is located 200 yards from the golf shop and is elaborately equipped with all modern conveniences, lavatories, baths, library, lunch room and radio, all kept in neat shape by a man and woman who serve all sorts of sandwiches, etc. Cliff Shaw, for 15 years the faithful caddie master at Annandale and as popular with the members as Malley himself, communicates with his boys with a megaphone. The average Annandale caddie is a fine lad—his capabilities and decency and courtesy have travelled far and reflect the utmost credit on Messrs. Malley and Shaw.

They earn \$1.25 per round of 18 holes and \$2.00 double, which, incidentally, seems to be the revised standard charges on the Pacific coast. At least that is the case in the Southern California sector.

### Voices with the Smile

Frank P. Leary, an old timer at Annandale, does the repair work for Malley while Charles Raddatz of the Shore Acres Club, Chicago, is the club maker during the winter months—while his home links are under snow and frost. Jim Carberry, the Shore Acres pro, claims Charlie is the most competent clubmaker in all America.

It may interest Easterners to know that during the months of June, July and August the watering system at Annandale costs around \$1,500 each month and the total yearly cost for water exceeds the \$12,000 mark.

Nineteen men are kept on the course constantly and the total upkeep per year averages in the neighborhood of \$50,000.

How better can I close this contribution than by stating that during the 8 years Jack Malley has been with Annandale, he never had as much as a cross word with a single member. What a disposition that St. Louis lad has.

### The "Overgreen Scout"

Stroudsburg, Pa.—The Worthington Mower Co. is bringing out a new roller type greens gang mower unit—the "Scout."

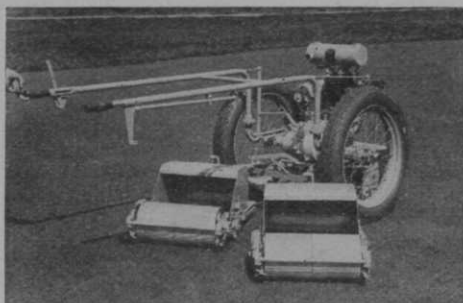
It is intended that this shall be used in place of the Worthington present high wheel type, wherever a greenkeeper wishes to exercise his preference for the one over the other.

In the form of a triple gang, drawn by a tractor, the performance of this "Scout Overgreen" is said to attain notable excellence of cut and all around efficiency.

Its swath is nearly four feet wide. It is as free from any danger of marking the surface of the green as the most perfect hand machine. The tractor of the Overgreen is prevented from making any track whatever, by its padded tires. It is claimed that this tire, for which a patent is pending, is the secret of the success that this Overgreen has enjoyed. It has proven to be a very satisfactory means by which a power machine may be run over the soft, yielding turf of the green without danger of marring or hardening the surface.

It is also claimed that a green of 6,000 square feet is cut by this "Scout Overgreen" in ten minutes. Obviously this is a performance that challenges the investi-

gation of our clubs, Worthington's state, and add: "In these days when economies should be practiced in all departments of club management, any important machine that will 'save its cost in three months' as this is guaranteed to do and which is



Worthington's New Overgreen Scout, a gang-mower for greens.

also guaranteed to produce 'better greens in one fifth the time that would be consumed if cut by hand' is certainly entitled to the most thorough consideration of greenkeepers and committeemen alike."

"It looks as though Worthington, who put the gang mower on the fairways, is about to make as big a commotion by putting one on the greens. The annual saving in time and money on the one, amounts to millions—on the other it ought to be at least as much," Worthington's release says.

### "ON-A-LINE" DEVICE OFFERED AS PRO TEACHING AID

Pasadena, Calif.—An instruction device which has been endorsed by a number of well known coast pros is the On-A-Line which is made by the Bocalbo Co., 800 S. Grand ave. The device consists of a rubber composition base which resists hard use. On this base are three rubber composition uprights, the center one being placed in the position of the ball. A ball may be used instead of this center upright.

In employing the On-A-Line the pupil gets evidence of being in the right groove when his clubhead on the back-swing tilts the rear upright and pushes over the forward upright on the follow-through. The boys have tried sticking tees ahead and back of the pupils in an effort to get them swinging in the right groove and keep on hitting through the ball, but this new stunt puts the idea across in a substantial and impressive way. Some of the coast pros who are using the On-A-Line in their teaching also are picking up a good piece of money retailing the device to pupils for practice purposes. It is light and compact enough to be carried in a golf bag.