



J. A. (Pat) PATTERSON  
Potrero C. C.



JACK TARRANT  
Hollywood C. C.



LEWIS SCOTT  
Hillcrest



FRED MORRISON  
Midwick C. C.

## Sales soar where new ideas show

THESE four Californians, Jack Tarrant, Fred Morrison, J. A. Patterson and Lewis Scott, demonstrate the wisdom of the old prize-fighter's advice, "beat the enemy to the blow."

"Down-town" competition, members' sales inertia and indifference or other factors that might cut down pro sales fall before the punch that's in the Hagen line. These four good pro merchants and hundreds of other pro selling aces will tell you that's so.

You're ahead in profits when you're first to show your members the newest ideas in golf merchandise, and the Hagen line always gives you that.

In 1930 we step out still further ahead with some great new features in the Hagen line. Ask our boys to tell you about them.

*Walter Hagen*

["No. 15 of a Series "PROS WHO  
MAKE THEIR SHOPS PAY"]



*"Pat" Patterson's shop at Potrero C. C., shows how a hustling, veteran business man makes shrewd use of small shop space in arousing the buying desires of players. Note how he plans every inch of space to make buying easy. It's an art worth studying.*

*Fred Morrison, at Midwick C. C., effectively employs the bright and magnetic display of Hagen club containers, to give his establishment distinction and attraction. Even little stunts like setting the clubs out at an angle, increase the buying urge.*

"THE popularity of the Hagen line of clubs among the leading Pros of the country is proof enough of the value in this line of beautiful and well balanced clubs. No well stocked shop should be without a large selection of these goods. The L. A. Young Co. can be assured of a leading position in the manufacture of Golf Goods because the balance and quality is there to sell this merchandise."

LEWIS SCOTT.

"I FIND my customers to be very enthusiastic over the Walter Hagen line of merchandise, and with the wonderful way you pack your merchandise, it attracts first attention. "The Professional who does not get behind the line and push it most certainly is passing up a good thing."

FRED MORRISON.





*Med  
PA*

"THE policy and merchandise of your company are both to be commended by the golf professional and it is with pleasure that I add my endorsement of both.  
"May continued success attend you."

J. A. PATTERSON.

"THE merchandising of golf clubs, balls, supplies, etc., has become a highly competitive business in southern California. The golf professional has no chance of any price-for-price competition with the down-town stores.

"I have overcome such "price only" consideration by specializing in quality merchandise. In my opinion price should be considered last in the purchase of golf clubs. No club is of any value unless it is suited to the purchaser. Therefore it has been my policy to fit the club to the player instead of the price to the purchaser."

JACK TARRANT.

*Lewis Scott, at Hillcrest C. C., is a thinking, thriving pro merchant. See how he spots the Hagen clubs so the distinctive trade-mark reaches out and pulls in sales prospects. Scott figures, when they get their hands on good clubs, the rest is easy. Hence the Hagen prominence.*

*Look in Jack Tarrant's shop, at Hollywood C. C., how the Hagen display fits right into the character of the high-class pro shop. Take a tip from how the astute Tarrant plays up the Hagen matched set idea. It's a gold-mine for the wise ones.*

