

N o "out-of-bounds" on this course!

FRED NEWNHAM
Greensboro C. C.

EVERY place there's a live pro playing his "shop shots" in par with the Hagen line you are certain to see a pro who is making good money.

Here are Fred Newnham in North Carolina, Ed White in Iowa, Fred Ford in Michigan and Al Collins in Missouri—four masters of the golf profession. Their knowledge of the player market and their success in serving it profitably should tip off other thinking pros that the Hagen Ultra line is the right answer to each selling problem that can prevail at a club.

We are happy to present the testimony of these four well-known solid business men of the profession as an inspiration to other pros who are planning for a new sales record in 1930.

Walter Hagen

[No. 14 of a series "PROS WHO
MAKE THEIR SHOPS PAY."]



AL COLLINS
Indian Hills C. C.



ED WHITE
Hyperion F. & M. C.



FRED FORD
Red Run G. C.



Ed White, presiding genius of Hyperion Field and Motor Club, Des Moines, Ia., sets his selling stage for quick response from a lively and large membership. He must put his best selling feature in the foreground to avoid missing sales. See how he features Hagen goods.

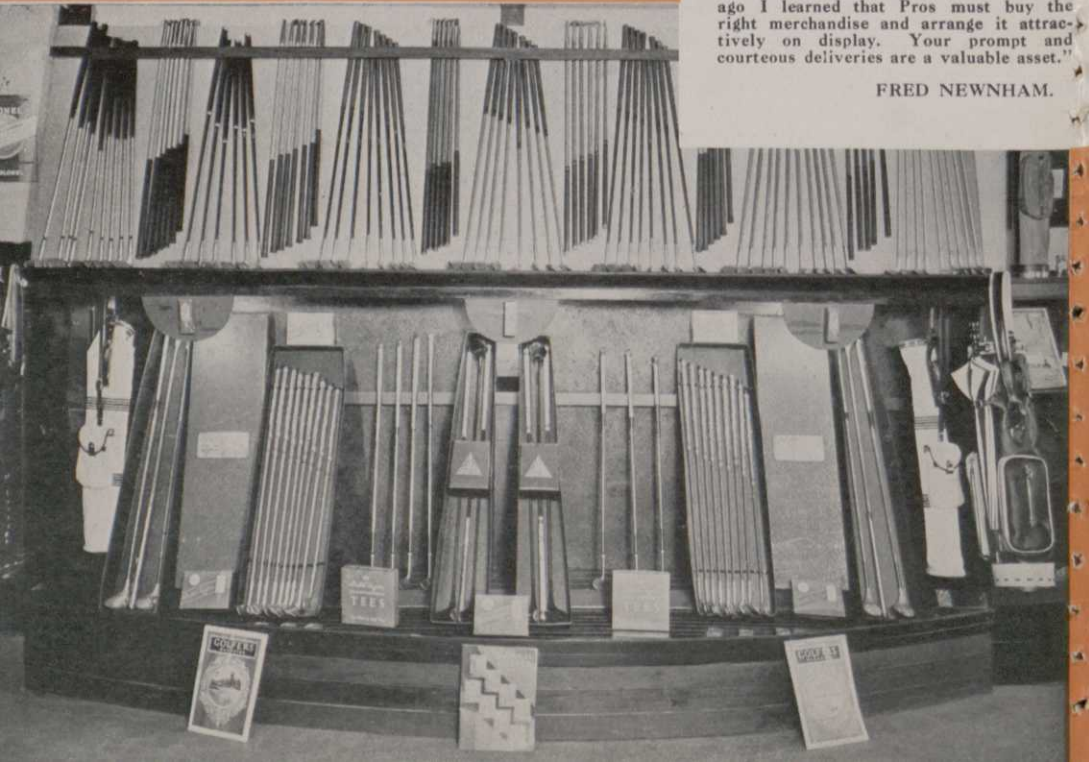
At the Greensboro (N. C.) C. C. Fred Newnham runs a real golf store for his members. Fred is one of the leading figures in the P. G. A. of his territory and a fellow who knows his "stuff" as a pro business man. Note how the Hagen line fits perfectly into the attractive display scheme of his shop.

"THE main thing that interests us in handling a line of clubs is a legitimate profit and the Walter Hagen line offers both this and quick turn-over. Your sales helps are outstanding. I have been agreeably surprised by the compliments on my display since adding the Hagen line. The timely suggestions of your representative, G. F. Goyette are always helpful."

ED WHITE.

"TO me Walter Hagen equipment is my silent advertiser. The photograph of my shop shows a Hagen display . . . long ago I learned that Pros must buy the right merchandise and arrange it attractively on display. Your prompt and courteous deliveries are a valuable asset."

FRED NEWNHAM.





"THE old adage, 'Clothes make the man' aptly applies to present day golf clubs. This, combined with your sales helps and excellent service, has made Hagens one of my most profitable items."

AL COLLINS.

This bright young Al Collins at Indian Hills C. C., Kansas City, Mo., makes his shop an inviting spot for the golf fan. When they sit down to gossip about golf Al has them looking right at his striking display of Hagen goods. He knows, from experience, the Hagen line does a good part of the rest of the selling work.

"THE Hagen line really deserves the prominent position it holds in my shop. The prompt service I have received from the factory has been one of the desirable features in dealing with the A. Young Company. The attractive Hagen cartons have materially aided in selling more clubs."

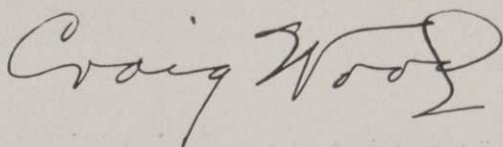
FRED FORD.

Fred Ford has a commanding knowledge of golf playing equipment and his members at Red Run G. C., Royal Oak, Mich., know that what this dean of pro golfdom puts before them are the picked prizes of golf merchandise.



A Statement by **CRAIG WOOD**

I believe the new "International" Hagen stainless steel irons have improved my game. I used a set of the "International" "compact blades" in winning the recent \$6,000 Hawaiian Open Championship and believe them to be the leading clubs of today.



Introduced late last season these new Hagen "Compact Blade" matched irons have made the following records to date:

Finished first and second in WESTERN OPEN. Won GREAT LAKES OPEN. Used by five of first seven, including the winner, in OREGON \$6,000 OPEN. First and second in HAWAIIAN \$6,000 OPEN. Won the BERKELEY \$4,000 OPEN and finished in the money in the P. G. A. CHAMPIONSHIP and the CATALINA OPEN. Won PASADENA \$4,000 OPEN and used by six of the first eight.

Hundreds of expert pros from all sections of the country, including a large number now playing the winter circuit, have purchased Hagen matched clubs for their own use and feel just as Craig Wood does about them.

The fact that so many leading pro and amateur stars are using these sets of matched clubs is certain to create an unprecedented demand among your members.

If you haven't already a set of these new matched stainless steel irons in your bag, it will pay you to get them now—remember "The club members style their games and their equipment after their pro."

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.