



At the left: Walter Sedy, professional at St. Joseph Country club, St. Joseph, Mo.



At the right: Charles Lorms, professional at Columbus Country club, Columbus, O.

THE advent of the Walter Hagen line marked the beginning of modern, lively pro shop merchandising. And, we proudly share some measure of credit for this new era in profitable pro business. But the real credit, and profit, goes to professionals like Charles Lorms, Walter Sedey and the Schwartz brothers, Francis and Bill, who sensed and capitalized on the new conditions. They picked and are pushing the Hagen line and each day are winning more commanding positions in sales and service.

Walter Hagen

[No. 18 of our series in GOLFDOM on
"Pros Who Make Their Golf Shops Pay."]



Here are the two Schwartz brothers, professionals at Midland Valley Country club, Overland, Mo. Francis is at the left and Bill at the right.





Walter Sedey has the usual problem of cramped space for the pro shop, so he strives to make every inch profitable. The Hagen line helps him to bring up volume and player pleasure.

WALTER HAGEN golf equipment has increased in sales in my shop due, primarily, to two things—the superior quality of the Hagen line and the attractive manner of boxing. Selling has become greatly simplified. It has been a pleasant surprise to notice how many golfers admire the Hagen line.”

Walter Sedey.



In the center above is Charles Lorms' shop, with an atmosphere of ease and "class" that fits right in with the character of his notable club. Note how the rich dignity of the Hagen display appears.

“IN his close and constant contact with those who are so accustomed to the better things in life, it is up to the pro to not only put on a ‘Quality Front,’ but back it up with Quality Merchandise. The smart appearance



The Schwartz brothers make their shop a place of first class service of supplies to their members. They supply varied needs of golfers and feature the Hagen line as the high-grade key-note.

“**F**ORE!” is the watchword on the course but in the pro shop quality of merchandise is what counts. Just one dissatisfied customer will cut down sales so it pays to have only the best. With this in mind I stock heavily in Hagen merchandise and the results have been very encouraging. If you want to be up-to-date, stock ‘Hagens’.”

Francis R. Schwartz.

of the Hagen line and its lively display features give the pro ample opportunity to put on the ‘Quality Front.’ The high merit of Hagen merchandise will complete sales of lasting satisfaction.”

Charles Lorms.

These three pro shops cover a range of professional shop conditions that show how successfully the Hagen line meets the situations confronting the pro who thinks he has the toughest selling problem.