

RIGHT ACROSS YOUR COUNTER



Hundreds of pros and low-handicap amateurs who have seen and tried them, rate them as the finest irons ever produced — anywhere.

Many of your club members will want to try them. They will clip from our advertisements, and present to you, coupons that carry our free trial offer. . . . Be ready for them.

We will lend you a demonstration set

free for two months. Put it to work. The more demonstrations you can arrange, the more sets you will sell. Don't miss a chance like this.

Wire or write now for complete information as to how and when you can get your set, together with a handsome, free display stand which you may keep. Be sure to have it on duty in your shop when your season opens.



GOODS COMPANY, CHICAGO, ILL.

LOS ANGELES
SAN FRANCISCO

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.



You..

can sell golf clubs in Winter



Winter Scene
on MACGREGOR
Golf Course

Until a few years ago it was considered that golf clubs were a commodity that could be sold only during, or just preceding, the golf season. Consequently, that was the only time they were sold.

It has now been proven that there is a splendid market for golf clubs in the Christmas

season. What could possibly please a golfer, man or woman, so much as an addition to his or her golf equipment, especially if it bears the good old name MACGREGOR?

By using the booklet, "Gifts for Golfers," you can make many sales right in your club this season. Write for your supply of this booklet.

THE CRAWFORD, MACGREGOR & CANBY CO.

Established 1829

DAYTON, OHIO

MACGREGOR
COURSE-TESTED  GOLF CLUBS

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."

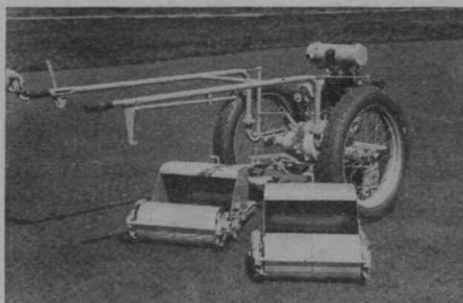
It is intended that this shall be used in place of the Worthington present high wheel type, wherever a greenkeeper wishes to exercise his preference for the one over the other.

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.



PROFITS *for* 1931

Volume, turnover, sales — it's all well and good to talk of such things but when pro shop sales are finally analyzed, there's only one thing really worth while — and that is profit. We've arrived at the time of the year when we can look both backward and forward. Backward to the 1930 season — a good year say many — forward to 1931 with greater hopes than ever for increased pro shop sales — and profits.

Hagen products have shown pros the way to profit in 1930. The coming year will be an even greater Hagen year for the pros. Increased sales — yes — but most important — increased profit. Your share for 1931 is there — take it — feature Hagen Products.



Selling **HAGEN**



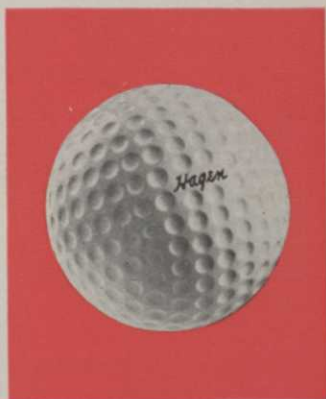
It's not a task—it's a pleasure. Hagen wood and iron clubs, Hagen bags and the Hagen ball—they come to you half sold. Into every part of the Hagen line has gone careful thought—proper design and exacting workmanship. Golf equipment that is made to sell and increase your profits. Why not sell your customers the best—the equipment of champions? It's properly constructed and possesses the real appeal that takes the greater part of selling off your hands.

Consider the advantages of selling—even more than selling—of featuring Hagen Products. The reasons are obvious. Hagen Products are made to increase the golfer's pleasure, they are made attractive to aid you in selling for profit; and all of this is backed up by the proper sales policy. Remember, when selling Hagen Products, you have no cut-price competition—it just won't be tolerated. Competition, of course, but clubs, bags and balls sold on the same basis as in your shop—and always at the same price.

Walter Hagen "Compact Blades" still offer the most forward step in iron club design and structure. The blades are shorter—deeper—thicker. They place more weight behind the ball. Though a sensation this year with the small ball, "Compact Blades" were originally designed to meet the requirements of the large ball and will really come into their own in 1931.

Hagen wood clubs have large deep-faced heads for most satisfactory results with the large ball. The design of the heads makes the lack of bulkiness apparent and the shafts used allow the suppleness—the whip so essential to wood clubs.

N PRODUCTS



The 1.68 Hagen ball is the real answer to the golfer's problem. The construction has been improved. The careful winding at the proper tension has produced the necessary compression which alone insures maximum carry. At the same time accuracy is maintained—absolute accuracy in the air as well as on the green.

You're anxious to increase your shop profits—of course. Then sell Hagen woods—Hagen irons—the Hagen ball. Sell Hagen Products and make 1931 the biggest *profit* year your shop has ever known.

Our **SAN FRANCISCO** office takes a bow !

PROFESSIONAL GOLFERS ASSOCIATION

Joe W. Martin, Past President
Hiram Hansen, President
Curtis Thompson, Vice President

10 HARTLEY CALIFORNIA

425 ALMO STREET
SAN FRANCISCO

Room 200, City, California
Roosevelt Hotel, Treasurer
West Hill, California

October 17, 1930

Walter Hagen Company
153 Kearny Street
San Francisco, California

Dear Mr. Philpot:

At the general meeting of the members of our Association at the Lake Chabot Golf Club last Monday, it was resolved to extend to you a vote of thanks for the loyal co-operation you have given the professionals in this district.

For many years past it has been the practice of various manufacturers of golf goods in this district to wholesale promiscuously to the public who are not entitled to wholesale prices. Cases of this kind which have actually hurt the business sales of members of our Association have been brought to the attention of the Board of Directors of our Association many times, but we have as yet to have a single case cited against you or the Walter Hagen Company in this respect; and, having knowledge that you turned down a \$10,000.00 account which you felt would have brought about this condition, we are sincerely grateful to you for your co-operation in this matter.

Considering that the professionals do at all times protect the manufacturers and uphold their prices, the man who has actually built up the golf trade, and who does by far the most business in this line, it should be natural that the manufacturers should do everything they could to protect his interests; and we sincerely regret that this policy is not lived up to in this section of the state as it should be.

Again thanking you for your co-operation, and assuring you that you have the best wishes of the members of this Association, I remain,

Respectfully yours,

Harold A. Sampson
President

HAS:R

We take genuine pleasure in building good golf equipment. We build it attractively to help you make more money. And we'll also admit a fondness for receiving letters like the one above—cooperating with professionals in this way is just part of our business . . . We're looking forward to 1931—we're hoping to serve you oftener and better than ever before.

The L. A. YOUNG COMPANY

DETROIT, MICHIGAN

Makers of Hagen Products

Also Sales Offices at

NEW YORK, 1270 Broadway—CHICAGO, 14 E. Jackson Boulevard
SAN FRANCISCO, 153 Kearny—LOS ANGELES, 730 S. Grand Ave.



Wilshire C. C., where the 1931 Los Angeles Open will be played.

Idea Exchange Paying Element in California Greens Progress

By ARTHUR LANGDON

IN southern California the tournament season this year will not be what it has been in the past. One or two clubs have cancelled their tournaments, thus relieving the feelings of at least two or three greenkeepers. However, the visits of professional golfers have been attended with many benefits to western greenkeepers in the past and the chances are that this will be true of future visits. This in spite of the fact that conditions have changed to a great degree within the last five years.

It may only be a remarkable coincidence, but it was five years ago that the first Los Angeles Open golf tournament was held, marking the opening of southern California's bid for famous figures in the golfing world, and since that time the greens of this district have taken long strides to the fore. Probably no greenkeeper will admit that a visiting golf player can tell him how to run his course, but there is something more intangible than this that must be reckoned with. Sociologists have been the first people to recognize that blessed isolation may be fraught with many perils for

the state, group, or individual who sits back in complacent calm and says, "I have all I want; I require no intercourse with others."

Exchange of ideas has been one of the prime movers in the march of civilization, even though the recipient of these ideas did not realize that he was benefiting at the time. When the Normans invaded England in 1066 they transported themselves and their customs across the channel as was their rights as conquerors. And yet there are more Saxon traits predominant in England today than there are Norman. English speaking people today have reached their status because of their willingness to exchange ideas. The Roman empire fell when it became so wrapped up in itself that it grew rotten at the core.

Suggests Greenkeepers' Tours

But it is a far cry from ancient and medieval history to greenkeeping in California, presumably. The parallel is that the local greenkeepers have benefited in

the past from ideas and methods imported from the east, and it is almost certain that they must continue to do so in the future in order to keep their courses up to the highest possible standard.

The idea has been suggested that greenkeepers be sent at clubs' expense to visit courses in the east periodically. A sort of sabbatical leave, as it were, in which the greenkeepers could garner sheaves of information from their contemporaries on the other side of the nation. Such an arrangement smacks of the millenium; nevertheless, its possibilities are exceedingly interesting to contemplate. In this way a first-hand exchange of ideas, sentiments, schemes, and feelings could be brought about which would be nationally beneficial to the golf courses of the country.

It has been said that more great movements in the history of the world have been fostered by men with their feet on a table-top than in all the formal conferences that were ever held. While this would be rather difficult for a greenkeeper to accomplish on a golf course, the principle involved remains unchanged. Any one who has tried to interview a greenkeeper must know that they as a class are singularly uncommunicative in regard to their work when questioned by outsiders. Yet in California a spirit of fraternalism has grown out of the custom of greenkeepers of taking a day off every month or so and going to some neighboring contemporary to talk of many things, of fertilizers and brown-patch, and other kindred matters. There are no secrets because each man is anxious to demonstrate to his friend and fellow worker that he also knows something about how a golf course should be run. In turn each man has some problem with which he feels he is not coping as he should; so, he visits another greenkeeper whom he thinks will know and together they thrash the matter out.

This decidedly informal arrangement verges upon the ideal, being satisfactory to all concerned. The greenkeeper gets a holiday and his club reaps the benefit.

So excellent has this system been in southern California that it is too bad that the arrangement will be made national in its scope only in the millennium. The game of golf itself has reached a uniformly high standard throughout the world because famous players from all sections of the globe intermingle freely. Southern California is witnessing the invasion of a horde

of visiting golfers representing the peak of the game, and each one uses practically the same clubs and the same swing when playing the game because they have found the system that is productive of best results.

The same thing can not be said of the greenkeepers and their courses in different sections of the country because there is practically no intercourse between them. A few greensmen from some of the larger courses back east do manage a trip to the Pacific coast during the winter. While here they are suitably impressed by the climate, the movie studios, the orange groves with the snow-covered mountains in the background, the largest ocean in the world, the trimness of the golf courses and the fineness of their greens. Greatly edified, they return home with copious notes from which their courses derive the benefit.

Danger in Self-Sufficiency

It was not so many years ago that California golf courses had very little to recommend them except their environment, which hardly could be helped. When it became popular for business men to go west to pursue golf in a serious manner they brought many of their ideas of golf courses with them. When promoters with an eye to bringing more visitors hit upon the scheme of offering large money prizes to attract famous golfers and their attendant publicity, ideas began to pour in thick and fast. From the jumble some were accepted and others were rejected until today California greenkeepers need apologize for their courses to no one. The trouble now is that some of them are too conscious of this fact and are beginning to feel that they are omniscient and self-sufficient. True, conditions in California are vastly different from those in any other place, but to believe that no one elsewhere can tell local greenkeepers anything about their business is a pathetic fallacy.

Incidentally, in connection with what has been said above about visitors to California, conflicting elements lock horns on western golf courses. Many of the pillars of these courses are made up of what the low-brow element would call "old fogeys" whose one idea is to get in their daily round of golf and share of ultra-violet rays in spite of tournament committees and the weather. Therefore any person or thing which prevents them from the fullest enjoyment of the Royal and Ancient sport is regarded as an interloper and is