

# Consider Pro Drive to Turn Frozen Season-End Stocks to Cash

*Whys and Wherefores of a National Pro Clearance Sale Are Discussed by*

ALEX PIRIE—CHARLES HALL—JAMES THOMPSON  
WILLIE HUNTER—JACK GORDON

IN the course of a year GOLFDOM probably handles more statistical material about the golf business than any other two factors in this sport and industry. Consequently, as young men too dumb to be dishonest, the members of GOLFDOM'S staff must confess being unable to view with deep and abiding respect even the "average" figures it has cost us some thousands of dollars to collect. The simple reason for our impiety is that there is no such a thing as an "average" golf club.

For instance, the GOLFDOM figures on the 1930 golf season show an 18-hole average pro-shop inventory of \$2,856 at the start of the season. The nine-hole average is \$941. Both figures are in pros' buying prices. Although these figures would represent the exact situation at comparatively few of the clubs, we will have to take them as a typical picture at the start of the season. As near as we can find out from extensive questioning of pros and manufacturers too much of this start of the season inventory is in the shape of goods left over from last season. No fairly accurate average is obtainable but the fact that the pro generally carries over too much stock from one season to the next is beyond debate. It certainly is not uncommon for a pro at an 18-hole club to carry much more than \$285 worth of inventory over from one season to the next and when you consider that this represents 10% of the average inventory and profit at the best part of his season you will realize how important it is for the pro to get his inventory turned into cash before the season passes out on him.

## Cash the Important Asset

Again, no figures are available to prove a statement but in their absence GOLFDOM will express the firm opinion that the amount of frozen inventory carried over by pros from one season to the next exceeds the total of pro accounts due to the manufacturers by almost 70%. A

GOLFDOM representative visited pro shops in four different territories last month, estimating the amount of inventory that would be carried over into the winter. Figures on the accounts of the pro shops visited were obtained from the club and ball manufacturers' composite record and in no case were the amounts owing 40% of the frozen inventory.

So, here, apparently is a vital matter in the pro business scheme. For the good of himself and his manufacturers the pro has to turn that stock into good hard jack, get himself off the cuff with his suppliers and take the tidy remainder in the form of cash to finance himself and his family over the winter and to start his buying for next year.

What's the answer? One of the pro's prize points as a merchandiser is that he maintains the price of high-class merchandise. Under certain circumstances the price naturally and properly may be reduced. The stores do it right along and there is no doubt of the stores snagging business away from the pros by those end of season cuts. There's no telling how much golfing merchandise is bought from the stores for Christmas presents, southern and California travel and next season use. This business is something that calls for the pros putting up an intelligent fight.

The problem is not the simplest thing in the world for the manufacturer is not going to countenance his retail prices being slashed right and left without due regard to his policy and the stability of his price structure. However this matter of price revision to move merchandise is one that no longer causes buck fever. The pro can count on the natural laws of seasonal demand to move the bulk of his goods. The bargain hunters who want to wait until the twilight of the season can cash in, that's true, but they are in the minority. Their aggregate, however, is sufficient to turn the pros' stock into cash at a legiti-

mate reduction. One important phase of a concerted and properly timed pro clean-out sales campaign is that it would draw into pro shops trade that hitherto has been mainly patronizing the cut-price retail stores.

### Pirie Approves Sales Idea

Alex Pirie, president of the P. G. A., notes this point in endorsing the idea of a pro end-of-season sales week. He says:

"At Old Elm an end-of-season sale is out of the question, due to the type of membership. However, at the end of each season I have encouraged business among the class of non-member village residents that usually buys at reduced prices from the stores for they are anxious to buy at a bargain anything good enough to be sold to the wealthy members of Old Elm. This clearance sale idea is worthy of general adoption by pros for through no other method can the pros convert their assets into ready cash.

"In this section of the country I believe that the clearance sales in September would be an excellent thing for both pros and manufacturers. The sales would enable the pros to have the decks clear for the opening of the next season. Sectional displays of the new lines could be arranged by the manufacturers so the pros could visit these displays and do their ordering for the spring openings. I believe that this detail of buying which is the practice followed in the store field is one that the pros could employ to good advantage. Such a practice probably would enable the manufacturers to reduce their distribution costs as well as help the pros make the wisest selection of stocks. No manufacturer's representative can come to my shop with a full display of his line from which I am to make my selections, so it is a case of me, and the other professionals, going to the manufacturers. I believe that this end-of-season clearance followed by the presentation of the next year's lines would prove a decided boon to pro merchandising."

### Time Would Vary

In asking opinions of leading merchandisers in pro ranks, GOLFDOM requested a statement from Charles Hall, Country Club of Birmingham (Ala.). Charley brings out the necessity of staging the clearance sales at different times.

Mr. Hall states:

"The idea of a clearance sale nationally conducted by the professionals is good in an abstract way and it seems possible that the P. G. A. and the manu-

facturers could work out the details so the plan could be widely and profitably employed.

"Fall and Christmas business has been the concern of so many pros for so long that your request for a statement savored of mind-reading to me, for I have been studying the situation with a view of adopting a plan of my own at this time.

"The first of the difficulties is, what will the reputable manufacturers say about the professional cutting their merchandise? Then, what would be the most opportune time for the sale. What might be the right time in Birmingham would be entirely out of line farther north.

"If a practical plan could be worked out by the P. G. A. and the manufacturers I am sure that it would be very beneficial for all concerned. An end of the season sale run along the same lines as those conducted by many firms making widely advertised merchandise would focus attention on pro merchandizing development. The advertising would be an important angle, but just what that should be would be another problem. Probably local advertising would be the best as national advertising would come into conflict with the time factor governing the clearance sales at clubs in widely separated locations."

Some of the manufacturers already have made private statements endorsing the idea of such a sale. The dealers hold periodical clearance sales which have proved good performances for them as well as for the manufacturers. The method of conducting these sales has antagonized the pros frequently to such an extent that he hesitates to handle lines that might be cut by the dealers, even at the end of the season. This puts the manufacturers in an uncomfortable spot.

One of the manufacturers points out that holding such a sale in the north during the first two weeks in September would greatly stimulate sales for the pros at a time when the sales are decidedly slumping, and in this way the sales should give the pro at least two peaks in his selling curve.

### Hunter Assays and O. K.'s

Willie Hunter, Montebello Park, Calif., noted not only as a player but as a bright business light of the profession, goes over the clearance sale suggestion in an analytical manner.

Mr. Hunter tells GOLFDOM:

"Your idea regarding the possibility of organizing a National Sales Week

amongst the pros is quite in accord with my present merchandising program.

"In my opinion there is no question of ethics involved when it comes to a point where a pro must either hold over two or three thousand dollars of merchandise during the winter months when his club is closed, or put on an end-of-the-season sale to turn such merchandise into cash.

"There are many points in favor of such procedure and just because it has not been customary to do such a thing is no reason why we should not get into line with other experienced merchants and add one more common-sense business move to our improving merchandising education.

"Merchandise not turning over is wrongly listed as an asset by our boys and a great many of them figure such goods as the same as money. The result is the burden of shop-soiled and out-of-date stock. A monthly inventory of merchandise should tell the story in the plainest way and when the same goods are regularly found in such inventory it is time some steps were taken to clean up and make room for something new.

"The policy of our manufacturers is to change models yearly and in between times to introduce any particularly outstanding piece of merchandise. It therefore behooves the pro to be in a position to take advantage of such merchandise without unduly increasing his investment. Manufacturers do not hesitate to use sales pressure to get their latest merchandise in the pro shop as it is practically the only thorough way of introducing new creations. In so doing they do not bother whether the pro is already overstocked or has slow moving goods on hand because as a matter of fact bright new merchandise shown with goods somewhat shop-soiled looks doubly good to the buyer and results in still further relegating the old and slow-moving goods to a condition bordering on stagnancy.

### Clean Out Slow Stock

"Our remedy then is to hold periodical sales, such sales to be governed by local conditions. By local conditions I mean that in California we have a twelve month golfing season and our problems are different from those in the



Willie Hunter, Pres.  
Pacific Southwest P. G. A.

east. My own experience is that unless merchandise is watched very carefully certain goods will pile up and become dead stock. Such merchandise is dealt with summarily and put up for immediate sale at what I can get for it. I find that there is a ready market for bargains of this kind especially when the point is stressed that the goods are now priced to compete with shoddy cheap goods although they have only the best material in their make-up.

"With such sales I always have a certain number of 'leaders' to start the sale off with a bang and give my assist-

ants a good appetite to go after the sales. Goods which still hang on towards the end of the sale are cut even more drastically until they are cleared.

"I feel that in line with such a campaign the credit situation must automatically improve in the pro ranks as there are hundreds of the boys holding on to dead stock which if turned would put them square with the world.

"Your admirable magazine which has undoubtedly done far more good than any other golf magazine for the professionals, would confer still another benefit if by means of your columns you can arouse sufficient interest to awaken the boys to back up a Sales Week of national importance as a means of eliminating the dead stock evil."

### Saves and Earns Too

There is far too little knowledge of the cost of doing business at the pro shop. For instance, that matter of interest on the investment is something that a pro rarely figures in if he does get to the point where he tries to see exactly how he stands in the finances of his business.

James K. Thompson, pro at the Mohawk G. C., Schenectady, N. Y., reminds the pros of this in endorsing the end-of-the-season sale as a "real money saver" to the pro. With the 7% discount meaning that money can earn 28% a year for the pro under average turnover conditions the astute Jimmy is emphatic in stating that the pro must have every possible frozen asset turned into working cash.

He cites the work of the Northeastern New York section of the P. G. A. in send-

ing out letters about the first of October every year, combining the clearance sale and "do your Christmas shopping early" motives. Mr. Thompson tells of the case of one member in average circumstances who sold \$300 worth of clubs as a result of this letter after his season had closed at his northern club, and during a short time prior to his departure for Florida.

"I feel that if this clearance sale were a national affair properly organized and advertised by the P. G. A. it would become a real life-saver to the professionals," concludes Thompson.

### Jack Gordon Suggests Plan

Jack Gordon, pro at Transit Valley C. C., East Amherst, N. Y., goes into the matter of the clearance sale specifically. Jack, noted as the author of some excellent books on golf instruction, investigates the matter of a season closing sale the same way he works in teaching, on a direct and simple basis. Mr. Gordon gives some ideas of an exceedingly practical and useful character in his comment on GOLFDOM.

He says:

"I think a National Professional Sales Week, near the end of the playing season, as you suggest, would be a fine thing.

"It touches on a particular phase of the golf business which has, I feel sure, caused many a pro anxious moments, and I believe that if some helpful suggestions along this line could be had from the pros themselves, and published in GOLFDOM a real service would be rendered our club member; first, through his purchase being made at his own club golf shop and under expert advice where suitable golf merchandise *only* would be recommended, and second, at a substantial saving in money, since at that time of the year the pro wishes mainly to turn his stock into cash.

"The National Pro Sales Week—or ten days—would be welcomed by all golf professionals I feel sure, and could be arranged to take place around Labor Day in the northern part of the country at least.

"All that would be necessary would be for the pro to look over his entire stock at this time, determine how much he has on hand, and what he is likely to have left over, tag it all carefully with nice new tags, and at the regularly advertised price, then put as much as possible on display, and of course in the very best and most attractive position in his shop.

"After that is arranged, he should

have a notice printed and posted on his bulletin board, and on the locker room board if possible, stating that a sale was to begin at the pro shop on Labor Day and would last for ten days, at which time, all clubs, bags, coats, sweaters, shoes, etc., etc., would be selling at a big reduction.

"Also, emphasize the idea that this would be a fine time to make golf present purchases for Christmas, when real service goes with the sale.

"At the start of the sale, on Labor Day morning, the pro should post in his shop, in a very prominent position, notice of the sale, showing the 10 to 50% discount on all merchandise (except golf balls) in striking figures, and that it would be for ten days only.

"To further this sale, the pro should instruct his assistants to talk to every member who comes into his shop, during that period, and try to convince him that this is a fine time to make a purchase and at a big reduction.

"He, also, should draw the attention of all his members to this sale, either through the club organ, a personal letter which could be included in the club envelope to the members at the first of the month, or by personal contact.

"This personal contact is something that the down-town dealer would use to advantage if he had the same opportunity.

"If this National Professional Sales Week were started say in 1931, and on Labor Day, I feel sure the pro would welcome it, and he would benefit from it greatly as also would his club members and the manufacturer."

### Up to P. G. A. and Manufacturers

At the forthcoming annual meeting of the P. G. A. it seems probable that delegates will be instructed by their local sections to look into this matter and see just what can be done by a national plan worked out by authorities from the P. G. A. and from the manufacturers' association.

Dead stock packed away during the off season is costing the pros and manufacturers far too much to remain a blind spot in golf goods merchandising. The market today is so undersold on good golf merchandise that it could easily absorb this dormant stock without interfering with the normal growth of new business.

The four golf courses located in the Cook county forest preserves earned a total of \$75,256 for the period from January 1 to September 30 this year. For the same period in 1929 the profit was \$49,674.



# Southern California Greenkeepers Key-up Courses for Tourneys

By ARTHUR LANGTON

THE time has nearly arrived when all the big guns of the golfing world descend upon Los Angeles in a storm to acquire some of the glittering awards and incidental glory available in the Southern California mid-winter tournaments which will be well under way in the next few weeks. It might almost be said to have arrived already, inasmuch as the national women's championship tourney has just been played over the turf of the Los Angeles C. C.

Local greenkeepers may be seen in prayerful attitudes, hoping that their greens will stay good if they have been in fair condition throughout the summer, or that they will improve if they have not. Chairmen of green-committees demand that their courses be in tip-top shape at this time of the year, because they know that tourists are all potential club members. Another reason for having their courses kept especially immaculate is the desire to show off to easterners and demonstrate what westerners can do in the way of perfecting a golf course.

A greenkeeper in the southwest was being congratulated recently because his course had been awarded one of the biggest of the section's tournaments. But this greenkeeper was a thoughtful chap and was very frank with his well-wishers. "Don't congratulate me; rather, have pity on me," he said. "Think of the crowd of self-appointed critics who will be poking their noses all over my course. Think of the prize money at stake; if anything on the course goes wrong I will be blamed, even if it is not my fault. And have you forgotten that the tournament will be held in the middle of the rainy season? Think of what will happen to my tees, fairways, and greens if a rain comes and the crowd tramples on them."

## Tourneys No Joy to Greenkeeper

A tournament is a serious affair to the greenkeeper, and under the stress of the occasion misfortune has a nasty habit of arriving. As one man facetiously put it, "If only man can think, how does an at-

tack of brown-patch know that there is to be an important tournament tomorrow?" However, a partial explanation may be offered in regard to this all-too-frequent phenomenon. Southern California greenkeepers in trying to make their courses look their best in preparation for a big affair, pile on the high powered chemical fertilizers in the attempt to inject some life into grasses which ought to be hibernating. As a result the artificially stimulated plants fall easy prey to any prevalent ailment, particularly brown-patch.

So much has this been true in the past that wise greenkeepers do very little more than polish the rough edges in preparing for a short period of heavy play. A typical example of what is being done in the way of preparation for tourneys is exemplified by what Robert S. Greenfield, greenkeeper at Wilshire C. C., is doing to his course to get it in shape for the Los Angeles Open, which will be played there during the coming season. For the most part he is allowing his greens to follow their natural trends and is sticking closely to his regular schedule of feeding, remembering that it is poor policy to change horses in the middle of a stream. He has spiked all his greens and brushed into them a stiff dressing of pure white beach sand imported 400 miles from Del Monte (Cal.) for the occasion.

## Handling Crowds

Greenfield is busying himself chiefly with preparations for accommodating the crowds incident to the playing of the matches. He has laid down some substantial pathways where they will do the most good, and expects to build an extra bridge at a strategic point over one of the gulleys on the course. The bridges, which are already in use at Wilshire, are of a form which might be profitably copied by any course in the country. They are built on the principle of an arch and have a stout hand rail following the contour of the bridge. Their form and construction eliminate the necessity of centrally located piers, which are the ugly characteristics

of too many bridges and causeways erected on golf courses.

While on the subject of Wilshire C. C., the history of this course is of rather unusual interest. In the first place, the land that it now occupies comprises one of the most valuable areas occupied by a golf course anywhere in the world. The ground over which rolling fairways and green grass are now laid out, less than 15 years ago was occupied by a forest of oil wells. But Los Angeles, in the height of its phenomenal growth a few years ago began to move out towards the Pacific, and the oil field lay in the path of progress; therefore, the derricks were torn down, although the wells were still producing. It was here that the Wilshire Club was laid out, to be surrounded as time went on with magnificent apartment houses and the residences of wealthy Angelenos. Now, as one plays the course, he cannot help but be constantly reminded that he is surrounded with wealth, and if one looks in the proper places he will find evidences of where it is underfoot. On one or two spots on the course oil tar, in spite of all that can be done, keeps oozing up through the ground. Within a short distance of the club are the famous La Brea oil pits, wherein have been preserved the finest collection of the bones of prehistoric monsters ever discovered.

### Preparing for Prize Play

But getting back to the matter of tournament preparation, in general methods throughout California are the same. About two months before the crucial date a favorable section of each green is chosen and reserved for the hole to be used on the day of the match. The grass in this reserved section is given every opportunity to develop so that there will be a healthy mat of turf to withstand the wear and tear of heavy play.

Next, the traps are paid particular attention, and all holes are filled and every suspicion of weed is eliminated. The remainder of the procedure, as has been suggested, is one of manicuring and polishing, which may be nothing more nor less than a holdover from the old days when the only claim western greenkeepers had to golfing distinction was the one expressed in the words, "Well, we keep our courses trimmed as well as do the easterners." Therefore, weeds are trimmed, hedges are kept free from incumbrances, and there must be nothing more about the course to increase the difficulties of play-

ing than is prescribed in the rules and regulations.

Handling crowds is one of those jobs outside the greenkeeper's nominal path of duty, yet it is one which is nearly always assigned to him. At Del Monte last year during the playing of the United States amateur championship a new scheme was tried out in that staves instead of ropes were used by the marshals in the attempt to keep the crowds of milling spectators off the greens and out of the line of play. The innovation was not much of a success, however, because people kept breaking through the lines unless the guards kept very close together. But in order for them to do so would have required too many men. Something which did seem of practical value was the use of a chalk "deadline" which surrounded every green. The marshals made it evident very early in the tournament that only over their dead bodies would spectators be allowed to pass beyond the chalk marks. Soon even the gallery learned that it was not supposed to pass over the designated point and rarely gave trouble on that particular account thereafter.

It always seems to be a good idea in the west for marshals to wear some form of identification, a hat, a ribbon, or a badge.

### Check on Boundaries

Experience has taught greenkeepers of the Pacific southwest to check up on their boundary posts immediately before the playing of a tournament to see that they are in alignment and all accounted for. Some take the extra precaution of drawing chalk lines from post to post to indicate the exact boundary, especially where there is liable to be a dispute, as on a rolling ground where the contour is confusing. This added touch has saved many disputes and a lot of hard feeling among the contestants. It also saves the greenkeeper possible embarrassment because more than one has found himself appointed the final arbiter in the making of an important decision as to just where the boundaries do run.

The last thing done of course before the matches start is the placing of the holes. If there are any qualifying rounds, it is generally the custom in California to place the holes in an easily accessible position during the first day of play. Then as the tourney progresses holes are placed in more difficult places day by day, until on the day of the finals eighteen tests of real putting skill confront the player.



Mr. Riegel in the Sylvania tree nursery, showing silver maples  $3\frac{1}{2}$  ft. to 4 ft. high. Seed planted July, 1929; transplanting May, 1930; photo taken Sept., 1930.

## Transplanting of "Volunteer" Trees False Economy

By J. S. RIEGEL

*Green-chairman, Sylvania (O.) G. C.*

I AM of the belief that no money is saved by the practice of obtaining "volunteer" trees from the woods and transplanting to the course. Nature is the greatest of adjusters; a forest "volunteer" conforms to the meagre nourishment and scant sunlight of its environment and the resulting structure is incapable of immediate and rapid assimilation when introduced to favorable conditions.

Compare this construction in the fight for food with the full fibred roots, stout stems and straight leader of the nursery tree; from top to bottom a big feeder, rapid and symmetrical grower. This is theory made to conform with my experience in using "volunteer" and nursery trees. Invariably the latter, though far smaller at the start, have surpassed the former in a few years.

For the most ambitiously inclined in the matter of foresting their course, a half-acre tree nursery should be amply sufficient and if the right thing is done at the right time, the cost so small as to be unnecessary of mention in the budget.

A half-acre will furnish at one time 6,000 trees for transplanting and allowing a 50 per cent mortality loss from seed to permanent location—which is high. You have a balance of 3,000 trees in permanent location and as these are placed where desired, no waste is encountered.

For the average course desiring to establish groves about their tees and greens,

leaving most of the rough clear for tractor mowing, a space 100x100 feet should be found sufficient. The difference of cost among the varying sizes of nurseries, however, is small and a market is usually found for surplus trees. The difference in cost of maintenance comes after the trees have been set in permanent location in the change from tractor to hand labor. If the transplanting is confined to areas normally maintained by hand labor, as about tees, greens and on hill-sides too steep for tractor mowing, the expense of maintenance should not be increased except to the extent of cultivation immediately about the young trees until they become established.

When the trees have reached a size sufficient to shade the areas about them you will find your maintenance cost to be even less as the turf under them will be thinner and grow slower.

Now is the time to plant oak, beech, hickory, chestnut, walnut, butternut, sycamore, buckeye, tulip, cucumber, hard maple, box elder, etc. Set the seeds in rows about 30 inches apart for convenient cultivation and about 3 inches apart in the row. Later you can fill the empty spaces in the row from sections germinating 100 per cent so as to make all spaced 6 to 8 inches apart. Plant seed from  $\frac{1}{2}$  to 2 inches deep according to size of seed and press soil firmly over them. Partial shade is beneficial rather than otherwise and a light soil better than a heavy one as seeds germinating late in spring will have difficulty in pushing through unless rains are frequent or the nursery is placed so that it may be watered.

# When You're Figuring 1931 Greens' Budget Look Far Ahead

By PROF. L. S. DICKINSON

**D**URING the next few months the 1931 budget of nearly every golf course in the country will be prepared. Probably many golf clubs and 90 per cent of the greenkeepers are considering the budget right now.

Green-committees always are anxious to cut expenditures "next year." "We've got to! Times are hard and members are complaining of the costs." The house-committee and other committees, each plan on reducing their budgets also. The combined proposed savings will be several thousands dollars. Each committee will fulfill its pledge for economy, "because of hard times," and all the other stock arguments for such economy.

The executive board will listen with approval to the reports of the various committees, and announce a budget that will be several thousands of dollars less than last year. Sh! did any one mention lowering the dues? Are not lowered dues commensurate with decreased budgets because of "hard times"? And perhaps resignations will be less, thereby preserving a congenial membership.

The green-committee after due consideration decide that it can reduce its budget in several ways. 1. Use less labor; 2. Use less fertilizer; 3. Buy no equipment; 4. Buy no grass seed; 5. Grant no wage or salary increases; 6. Make no improvements.

Considering the items separately the green-committee feels that "it should, to be decent" grant a small salary increase to the greenkeeper and a wage increase to two faithful laborers. Several improvements have been *promised* by the committee members earlier in the year. These promises must be kept. As a comparatively small amount is spent for seed, this item is ignored. All agree that the club is already spending less than "other clubs" for fertilizer and that item just can't be reduced. Thus labor and equipment are the items left to be reduced. Probably these items are as easily reduced as any

for "we can get along with fewer men and the old equipment." The greenkeeper should be questioned and his reaction carefully considered.

## What New Equipment Needs

New equipment to a greenkeeper means either work better done and with less annoyance, or a reduction in labor hours of the time required for any routine job. Either interpretation is very important to the greenkeeper and they appear to be especially important this fall as they will have a large influence on the 1931 budget.

Equipment has reached a stage where it has a great influence over golf course maintenance. It has become so great a factor that at the present time in some instances, it is out of control; in others, the greenkeeper is bewildered or afraid. Such a state of turmoil is unfortunate and should be calmed by a careful study of each situation.

Let us consider replacement equipment first. The actual effect the purchase of any such equipment will have upon the budget for 1931 is the cost less any turn in value of that which has been worn out, plus an increased insurance premium. The budget thinks no further than 1931, neither does it care. The item is too large for the 1931 committee and is dropped and passed on to next year's committee; possibly with full knowledge that the item will be larger because of the lowered turn-in value, and that the 1931 repairs will be out of proportion to the use and value of the machine. A reasonable amount budgeted annually and to be cumulative if unused would be economical and tend to stabilize the club's finances.

The greenkeeper wants worn-out equipment replaced before the turn-in value is too low. He sees in new equipment a saving in repair bills and some labor. However, if the replacing equipment is the same or similar type as that replaced the actual operating labor hours will not be many less than with the old machine. This is a point frequently overlooked. The



# *a Fair Chance for the Fair Sex*

## Walter Hagen Clubs *for WOMEN Golfers*

**H**ERETOFORE most women's clubs have been models originally designed for men players but modified as to lengths and weights. It is not right to suppose that women can use to best advantage clubs so designed for men. With this in mind we have seriously considered the golfing requirements of women players and the result has been the building of Walter Hagen women's clubs—the Clubs Beautiful—scientifically constructed to improve the game of the woman golfer. **Q** With the ever increasing interest in golf shown by women, these improved Hagen women's clubs open a new channel for increased sales—and increased profit for you.





# Strictly for **WOMEN** golfer

Every detail of construction has been carefully developed in these clubs to aid *her* game. Not only are they modified in weights and lengths—but each club head has been specially designed with features of grace, balance and contour that will appeal to every woman golfer who uses them. Designing the head models of these Walter Hagen clubs for women has not been enough — every part of the club has been similarly adapted to women's play. From grip to sole plate they are now strictly feminine.

One of the most important improvements in these clubs are the shafts used. They possess more whip and allow more feel in the head of the club, making them ideally suited to the woman's style of play. The use of these shafts will give women a new confidence and greater enjoyment in their game.

The same advantages men are enjoying with Walter Hagen "Compact Blade" irons and Hagen wood clubs



The new Hagen WHC model wood clubs for women are companions to the famous Hagen "Compact Blade" Crown irons. They have large heads for the large ball and plenty of feel in the steel shafts.

Hagen "Compact Blade" irons, in either national model and thicker. Behind the ball or the new steel