



WE CONTINUE
ON A STRAIGHT COURSE

. The L.A. YOUNG GOLF CO.



It takes nerve to do anything contrary to established ideas. It required nerve, and lots of it, for us to start a golf business with our sales policy built around the professional. This was new—it was different. But our one idea was to establish Hagen golf equipment as the premier of them all—the standard of comparison. Only through the pro could we accomplish this objective.

So we set up a rigid sales policy. It was radical—it was new and—it was centered on the pro as the backbone of the golf industry. You, the golf professionals of this country, have done the rest. You have established Hagen golf equipment in the premier position it holds today.

When we stop to think of it sensibly, it isn't so very difficult to understand. First of all, we endeavored, and successfully we believe, to build the finest golf equipment that human skill could create. Then we have sold this Hagen equipment only through pros—and



SEA OF GOLF

through carefully selected dealers who would appreciate the value of quality. Then, finally, by doing everything in our power to see that uniform prices were maintained, we were able to establish the undisputed value of the Hagen name on clubs and balls. It took nerve to do all this. Our only compensation for maintaining this sales policy is the fact that pros realize the advantages and in turn put their effort behind the Hagen line.

How does all this affect you? Well, you're selling golf equipment to make money, aren't you? Remember, the Hagen pro shop policy is behind you. Hagen merchandise has been established by professionals so that today the name Hagen on golf equipment in your shop assures its acceptance by your players. Then, too, Hagen prices are uniform and standard. Remember all this and go after your share of the profitable business. Concentrate your sales on the Hagen line.

SPORTING GOOD



STORE OR PRO SHOP



Why is Hagen merchandise so prominently displayed in pro shops and why is it found in so comparatively few stores? That question has been asked us so many times that we sometimes wonder how many pros appreciate just what causes this. There is just one reason. The reason is our constant endeavor to give pros the fairest possible break. You know that the keynote of our sales policy is to sell Hagen merchandise only "through golf professionals and dealers who can appreciate the quality of the Hagen line—and who will maintain the prices set here at the factory." This means that by sticking to that idea we can sell only the very best dealers—we can't sell all of them—and in so doing we're trying our best to eliminate your cut price competition.

Only by your whole hearted approval of this policy has it been maintained. Only by pros putting their sales effort behind the Hagen line can we be justified in adhering to this policy. Help us to help you. Do your share and we'll do more than ours.

Consider the quality of Hagen equipment—bear in mind its prestige and acceptance. Remember the policy which eliminates your unfair competition and—*go after your share of the profitable Hagen business.*

THE L • A • YOUNG GOLF CO • DETROIT
Hagen Products

ALSO SALES OFFICES IN:

NEW YORK
PHILADELPHIA
CHICAGO

KANSAS CITY, MO.
SAN ANTONIO
DENVER

LOS ANGELES
SAN FRANCISCO
SEATTLE

Saps Gypped by "Ball Bargain"; But No More, Says Newspaper

By CARL HORN

NOW FOLKS, this is going to be one of those broadcasts about a simple and sweet little boy who went out in the wilderness to buy some golf balls at a great bargain. He was a trusting little sap and when other little lame-brained boys told him about how the pros, the old meanies, were getting rich on just such simple little fellows as our hero, he said, "Uh, huh," and his great big beautiful eyes filled with tears thinking how he had made some pro rich while he barely had enough left to buy a bag of gum-drops to share with that cute little blonde on the end of the chorus in the Ginwood roadhouse's floor show.

Of course, our little fellow never knew any rich pros personally, but he'd heard tell some of them got rich on the market from members' feed-bag tips. But you know there must be rich pros and ogres and Santa Claus and nasty, bad old wolves who dressed up like Grandma and hit darling little Red Riding Hood where only the family doctor could apply treatment.

And would you believe it! One of those nasty, bad old wolves bit our simple and sweet little boy, whom we shall call Master Legion because his name is legion, right where the trusting little boob was trying to protect himself—in the purse.

A Boob from Birth

Here's how come:

Master Legion, when a mere infant, was dropped on his skull by a careless nurse. As a result of this misfortune he was doomed to go through life being a sucker whenever someone said, "buy it wholesale" or "this is only 27c today but used to be 75c."

Master Legion had worked himself up into a sweat and a tantrum and almost a mental breakdown if he had been equipped to suffer the latter disaster. What got him this way was listening to the tales about the pro charging him and his playmates \$8 a dozen for \$8 a dozen golf balls and then seeing the pro's town car drive up to the pro shop with menials in livery and take that predatory old pro down to

some luxurious love nest on the gold coast where the pro was keeping a comely wench on Master Legion's \$8 a dozen. That sight, you know, is frequently seen, according to the bargain-ball buyers, although by no one with whom your author is acquainted.

But anyway, Master Legion stamped his little foot and said bravely: "Ain't no pro gonna make a sucker outta me. I seen an ad that shows where I can save \$4.05 on a dozen golf balls and I'm gonna get me some." Then he added a comment about the pro for which Master Legion's mouth should have been washed with mama's very strongest soap, the kind she usually employs on the plumbing fixtures.

So Master Legion hikes down to the nearest one of the 10 bustling, bargain stores in Nu Yoik and Joisey and picks himself one dozen of the Most Noble and Highest Emperor golf balls, "Regularly \$9.00... \$4.95."

Then in his bland and childlike way, Master Legion wandered out to frolic on the greensward with his little playmates, with a laugh on his little fat face at how he saw an ad in a great honest newspaper where the news is always correct, and how he was able to outwit the pro, the old meanie!

Bodyguard for the Boobs

Of course, what Master Legion bought for his \$4.95 was possibly as good as what his greedy old pro would have sold him for \$4.20 a dozen and made such a long profit that another sassy little hussy could have been added to the stable, according to Legion's idea of pro profits. But Legion doesn't want to know that. He just loves to be trimmed when some smart guy can make him feel like a bargain has been picked.

Some classics in ground and lofty gyping are done in the private brand ball racket, but dear little Legion he just keeps rolling along and laying it on the line for the privilege of being bilked. One of the quaint and time-honored gags that takes our trusting little bargain-hunter in a very

pretty way is that of buying a ball that a manufacturer is none too proud to sell under his own name for 50c and just content to sell at 35c, then having "75c per" printed on the box. Just by printing this price on the box makes dear, trusting Master Legion know it's really a 75c ball although he just can't remember whether or not he ever heard the name of the ball before. Honest, people, ain't nature wonderful?

There are some rough men making golf balls who see these ads in the great big papers about pebbles like the Most Noble and Highest Emperor golf ball being advertised for \$4.95... Regularly \$9.00," and my how they laugh. They sit back and guffaw boisterously. With ribald references they tell of having sold for private brand use an earlier edition of the Most Noble and Highest Emperor at under \$3 a dozen and lost the business because another ball maker cut under their price.

Being trimmed is the sucker's heaven-sent right, these rough and knowing persons state. But is it? Nothing pains an ordinary, honest pro more than to see a stampeding herd of suckers in full-tongued cry, after a cut-price ball sale. The stamper is apt to get out of bounds and raise plenty hell.

So just as a noble experiment to protect sappy Master Legion from his own trusting nature, the keen and worldly-wise young man who takes care of GOLFDOM's affairs in the giddy province of Gotham, called the attention of the business manager of a great newspaper to one of the typical cut-price golf ball ads that are making life such a pitiful disappointment to the innocent bargain-hunters whose name is legion.

Here's the correspondence, with the names deleted, and you now can only hope that the sad story of Master Legion's adventure in Ball-Buying Blunderland will not be repeated under the same journalistic agencies. But don't hope too strongly; there are undoubtedly papers of lesser principles that will connive in putting the tap on simple and ever hopeful Master Legion.

Facts Get a Show-Down

From GOLFDOM's New York team-mate to the newspaper:

I have wondered for the last two years why the ——— prints advertisements of ——— without censorship, as they are constantly misleading—if they do not make an absolute misstatement.

The ——— Golf Ball quotation on the enclosed advertisement from yesterday's issue is a case in point.

I can state positively that for more than five years the ——— Golf Ball has sold for a price of \$6 per dozen, or less. What is the justification of stating "regularly \$9"?

It seems to me that this is grossly unfair to all other advertisers in The ——— who do sell a \$9 golf ball. And, as a matter of fact, the standard price of golf balls today is \$8 a dozen and not \$9.

It may be true that ——— offers some remarkable bargains in sporting goods, but I believe that their advertising policy has had an extremely harmful effect on the whole sporting goods business.

And from the advertising department of the newspaper came this reply:

" * * Your criticism is entirely justified and we are taking this matter up with the advertiser. The ——— has regularly changed a number of comparative prices in announcements of this and other advertisers. We shall watch the copy more carefully in the future.*

"Please accept our thanks for writing us."

There, folks, is how one honest and strong newspaper operates in protecting the saps against gullibility. Practically every other first class newspaper will do the same thing when the facts are brought to their attention.

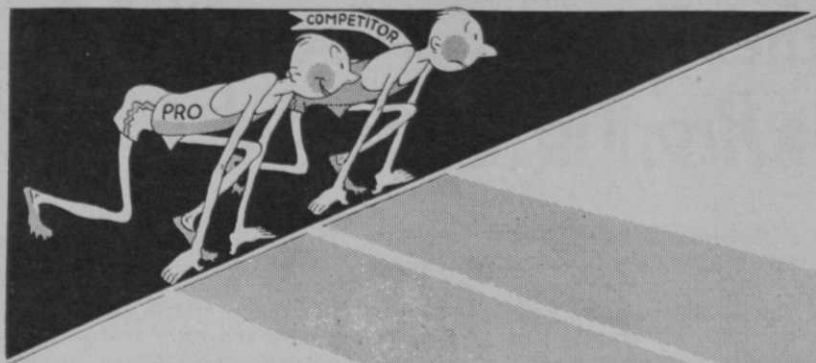
And so, pro brethren, if you have some squawk about dishonest comparative prices in local newspaper copy and are being put on the spot by some lying lure about "bargains" (?) register your howl with the business department of the newspaper and you'll be protecting the suckers who fall for this stuff, as well as your own interests.

BO-CAL-BO OFFERS CLUBS, BALLS

Pasadena, Calif.—"On-a-Line" golf clubs and golf balls are being introduced by the Bo-Cal-Bo Company here, manufacturers of "On-a-Line" practice instructor.

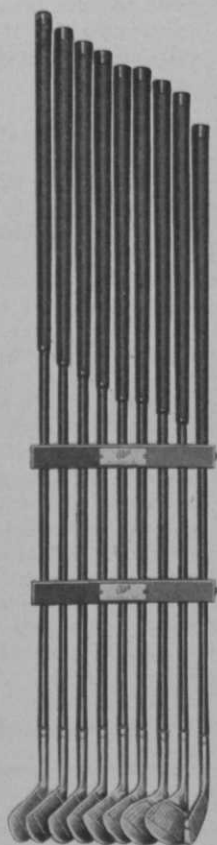
Heads of the clubs are of a new material and have a new process of construction, according to the makers, being hollow and embodying a "bridge-strut" construction which distributes the weight evenly and increases impact power. Clubs are available in all sizes and weights for both men and women. The new "On-a-Line" ball features a specially processed molding and winding, with true-center construction.

A combination offer of the clubs and balls together with instructor is made to pros.



Allied offers

an even chance in this race
for **Equipment Sales...**



Given a fair break, the golf professional can outsell both the sporting goods and department store. But in the past the pro has been weighed down by tremendous handicaps. The cards have been stacked against him.

Allied is the first golf manufacturer to give the pro an even footing with his competition. Under its extra-profit plan, Allied puts the pro on a par with his competition. It gives him as fine a line of clubs and bags as has ever been produced, and pays him a real profit.

If you've been bothered by competition with downtown stores, write today for details of Allied's Extra-Profit Plan.



ALLIED GOLF Corporation

CLUBS...BAGS...BALLS

14 EAST JACKSON BOULEVARD, CHICAGO, ILL.

Weather Forecast, Not Calendar, Is Pro Tip-off to Sales

By HERB GRAFFIS

APRIL SHOWERS, which are O. K. for the poets and the greenkeepers, dampened the spirits and the business of a lot of the pros this year and interfered sadly with pro plans to open early and push hard for sales that would mock the depression talk.

Not that there was an excess of April showers for in a number of places a deficiency in normal April rainfall was registered. In Chicago, for instance, April, 1932, showed a deficiency of 2.2 in., as compared with normal for the month. Precipitation deficiency in New York was .54 in. But what washes out the boys in this business of selling golf clubs and balls are the week-end showers; in almost every major golf center east of the Rockies and north of the Mason-Dixon line only one warm, sunshiny week-end was recorded up to the middle of May.

Temperature statistics from the government weather bureaus also are interesting in connection with an attempt to dope out golf goods sales on a weather basis. St. Louis was the only one of the 7 districts to show April, 1932, temperature, above normal. When it is considered that normal temperatures involve some wide ranges of high and low, a difference less than a degree is a plain indication that there has been bad golf weather in any vicinity.

Pros who study the effect of weather on their sales will find interesting government figures tabulated on this page.

Note that in only one instance, that of Boston, is the wettest month of the year one which is out of the active golf season. Whether the pros generally realize it or not, they are in a business somewhat akin to the circus business—if the weather is bad the folks don't come to town, even in these days of hard highways and stalwart Model T's that are still chugging along.

Managers Watch Weather

Managers who have the serious problem of buying perishable food for week-end business usually are pretty close students of weather conditions. Many of the pros still have to form the habit of looking at the weather forecasts when they are planning special events or sales. A smart guy who sees rain forecast can check his stock of raincoats and be ready to snap out with a sign and a feature display of his raincoat stock to catch business. Rubber shoes, wood club covers, grip wax, umbrellas and even inexpensive knickers or slacks and gloves will pick up many a stray sale when they are spotted to take advantage of the threatening weather.

As a matter of fact, discouraging weather can be overcome to a degree by foresighted thought and action on the part of the pro and club officials. One of the interesting little facts GOLFDOM ran across some time ago was the play figures at the distinguished St. Andrews G. C., patriarch of the New York district. Play for November, 1931, fell off only about 3%

	April Temperature		April Rainfall	Wettest Month
	Average	1932	Aver. Inches	Aver. Inches
Cleveland	46.3	44	2.48	July 3.55
New York	49	48	2.23
Pittsburgh	50.8	48.9	2.97	July ... 4.18
Chicago	46.9	46.4	2.78	May ... 3.54
Philadelphia	53.2	52	3.05	August .. 4.62
Boston	50.2	47.4	3.51	March .. 3.71
Minneapolis	46	2.15	June ... 4.39
St. Louis.....	57.3	58	3.81	May 4.34

Stan-By Irons

HICKORY SHAFTED... SOLD THROUGH PROFESSIONALS ONLY

Welcomed by many a golfer

Here's the long awaited answer for those who have always known that there's nothing quite like hickory-shafted irons.

Stan-By irons are made by Macgregor Golfer-craftsmen, proved in actual play by them and by many a well-known professional. These new clubs are the very last word . . . you should hear what they say about them . . . "that built-in feel" to the very highest degree of perfection.

Special features (including notched shaft and Mac-Oid finish) place the new Stan-By irons above and beyond anything ever before known in hickory, and that's saying a lot! Golfers may buy them only through professionals.

You may offer Stan-By irons with your own pro name or registered Macgregor trade-mark stamping. There's a handsome profit for you in every sale. Wire, phone or write.

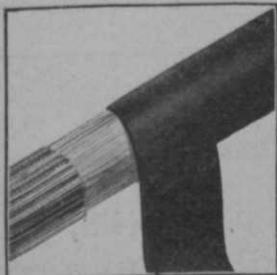
MACGREGOR

CRAWFORD, MCGREGOR & CANBY COMPANY

Dayton, Ohio

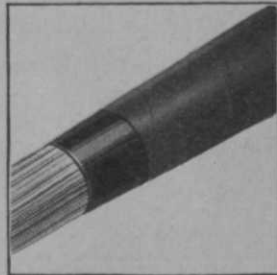


© 1932 C. M. C. Co.



The finest air-seasoned hickory is selected for Stan-By shafts; trimmed to preserve the slender, graceful lines of shaft and neck. And there is no "hump" where the black calf leather grip wrapping ends. A special patented "notch" in the shaft makes sure of this and accentuates the remarkable "feel" of these clubs.

You can be sure too, that Stan-By irons won't warp or crack. They are finished with MAC-OID, an exclusive Macgregor process which seals against the ill effect of moisture and the resultant weakening of wood tissues and fibres.



The New Spalding

Robt. T. Jones, Jr. Clubs

TALK to certain Professionals around New York about "tough times," and all you'll get is a smile. They've found a way to lick present conditions. They've found—in the new Spalding Clubs that Bobby Jones designed—one of the greatest sales weapons ever put in the hands of Professionals!

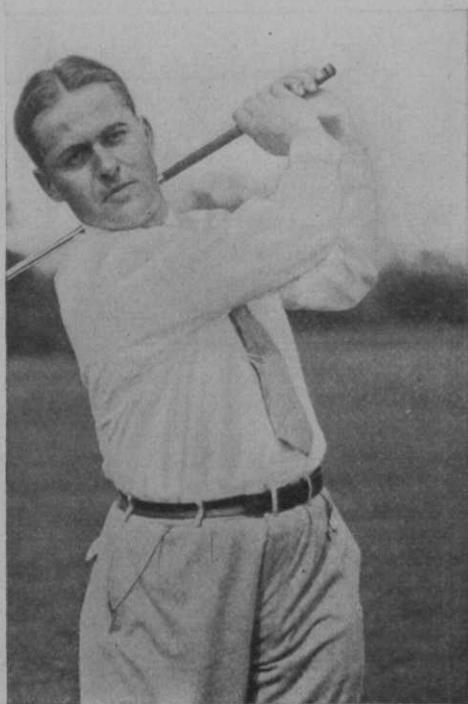
Here, picked at random from dozens of outstanding records, is what three Professionals did in the month of April alone!

Professional A, of a northern Jersey Club, has sold 12 sets of Irons and 12 sets of Woods!

Professional B, of a Long Island Club, has sold 15 sets of Irons!

Professional C, of a Westchester Club, has sold 10 sets of Irons!

Sounds more like 1929 than 1932, doesn't it? And it can sound like 1929 in your shop, too! Take advantage of this great sales weapon. Take advantage of the appeal of Bobby Jones, now a Spalding Director, and the greatest figure golf has ever known. Take advantage of the Spalding name, and its outstanding reputation in golf equipment. Take advantage of the finest golf clubs yet designed!



Stock these Clubs . . . display them . . . play them yourself . . . put them into the hands of club members . . . and you, too, will be scoring new sales records!

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Spalding

ROBERT T. JONES, JR.
GOLF CLUBS