

Progress of Turf Study Is Chief 1928 Advance

By C. B. MILLS
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ANY sport, industry or profession, call golf what you will, which has fastened such a hold upon our people must have made some rather remarkable progress somewhere along the line. That progress must have been steady and certainly 1928 has not been skipped.

Some will tell you that players have displayed the greatest improvement the past twelve months; more holes in one, a general reduction in strokes per round, better form, longer drives, truer putting.

But we, as seedsmen, are not great golfers. Fifty for nine holes looks mighty good to us. Our contacts are with green-chairmen. They play the game by worrying about how the greens look, what ails the fairways and who did the "excavating!" They are the pros of turf maintenance. With the valuable help of the greenkeeper, the chairman of the green-committee and his fellow members make possible the facilities for play that the other 99% enjoy. It seems to us that this group of laboratory experts is getting better all the time. They are looking into things. Mere claims of a distributor do not satisfy them.

The Green Section at Washington with which every club should be in contact is the head instructor. This body has nothing to sell except information. It is available to all who can use it, at practically no expense. This is our way of saying that from our viewpoint the greatest progress in the field of golf during 1928 has been from the standpoint of turf maintenance as a result of greater understanding of such problems by those who are responsible for the condition of the course. It is up to all of us who serve this market to keep well up in the procession.

Style Selling and Thinking Are Bright Spots

By L. B. ICELY
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GOLFDOM has asked that I state what I believe to be the significant developments in the golf field during the year; also what I consider to be the outstanding details in the progress of professional business operations during the same period.

In answer to the first query, I prefer to make my remarks in reference to equipment only. It is my belief that style in golf equipment is one of the greatest developments of the year. Granted that, first of all, an implement of the game is scientifically constructed to meet the requirements of fine play, tremendous interest is shown by the public in the combination of materials used, fine workmanship, and details of design, which result in what we term "style."



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For a considerable time golfers have given much thought to the lines, color and general appearance of the cars they drive, the homes they live in, and the clothes they wear. In these things they have demanded style. This is an age of style, and an implement which merely hits the ball correctly is not sufficient. It must have finesse in construction. Appearance is now a major factor deciding purchase.

It is not an uncommon thing nowadays to hear a golfer say he has a set of advanced models or he boasts a set of 1929 golf clubs before the 1929 season actually arrives. He is getting the idea more and more that he must have the latest in golf equipment, just as he must have the latest design in his motor. I think it is quite within the realm of accuracy to state that style is one of the outstanding progressive features of the year.

In answer to the second question, I think I might honestly say that your own thought-provoking magazine, GOLFDOM, has done as much to stimulate better business in the operations of golf clubs as any factor I know of. The greatest service you can render any man is to cause him to think. It is very evident from the many answers which you have published to ideas of vital interest appearing in your publication that you have done just that thing.

We have mentally alert men managing our golf clubs and pro shops, and their keen interest in the numerous challenges which you have posted cannot help but result in a more intelligent handling of the business phase of golf. Allow me to say that I consider GOLFDOM one of the leading factors in the progress of business operations of golf clubs during the past