

Fall Time Fairways

Are doubly alluring when the hue of mid-summer green greets the eye and the velvety softness of growing grass helps the "lies" and softens the tread.

BUCKNER SPRINKLERS

Will help to keep your fairways and greens in June shape until snow flies. Prepare now for a firmer, stronger grass next season by keeping the course at its best throughout the fall months. It pays --- pays big. Shall we tell you how to do it?

BUCKNER MANUFACTURING CO. FRESNO, CAL.

Special Factory Representative

P. L. Baldock, 631 Crosby St., Pasadena, Cal.

Special Representatives

J. Oliver Johnson, Inc. Chicago, Ill.
Philadelphia Toro Co. Philadelphia, Pa.
New York Toro Co., 67 Warburton, Yonkers, N. Y.
H. V. Carter Co. San Francisco, Calif
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Joseph P. Breck & Sons. Boston, Mass.
Ritchie Bros. & Co. Vancouver, B. C.
Ivan W. Lee. Seattle, Wash.
Canadian Fairbanks Morse Co., Winnipeg, Can.
Huey & Philip Hardware Co. Dallas, Texas

Eastern Engineering Representative

Wendell P. Miller & Associates
Columbus, Ohio Chicago, I

turers' selling price:

Total sporting goods	\$48,900,483
Golf	17,908,753
Fishing	8,572,607
Baseball	7,793,632
Tennis	4,690,754

Golf also lead in percentage of increase over 1927, when government figures were last compiled. Golf's volume then was \$12,263,862 so the two year percentage of increase is 46 per cent. Tennis comes next in this increase with 45.3.

GOLFDOM'S survey figures released in September, 1929, almost a year before the government release was made, made a golf estimate within 5 per cent of the government figures. We are mentioning that to show that our next statement has a substantial foundation of expert estimating.

Now comes the fireworks:

The pro volume of the entire golf business is approximately 55 per cent of the dollars-and-cents value. That means *the pros are doing more than 20 per cent of all the sporting goods retailing in the country* as the export sales of the American sporting goods manufacturers are figured in the production totals.

The message to the pros is simply this: any pro who is not a good business man and qualified to protect and extend this market domination ought to change his ways or get out and make a place for some other fellow who won't ruin it for the rest of the boys.

Sayers, Star Pro Merchandiser, Gives Lesson in Using Head

SEVERAL times we have heard George Sayers, pro at Merion Cricket club, cited as one of the livest pro merchants in the country. George again has shown the boys how this reputation is founded by using his head during the amateur championship held at his club.

George knew that Jones and a lot of the other amateur stars would be using sand wedges during the amateur championship and he also knew that there was going to be a record gallery at Merion. So putting these two items together, adding some brains, and stirring well with some newspaper advertising the boy cooked himself a very tasty \$3,600 roll, out of which he was able to cut a gross profit slice of \$1,350 for a week's business. His only additional expense was the slight one for the newspaper advertisement shown herewith.

He also had to think well ahead so he could arrange for a supply of the sand wedges.

Of course, the other fellows might say that it is seldom a novel new club comes

When Attending the Championship
at MERION Get a

SAND WEDGE Niblick

As a Souvenir of This Memorable Occasion



GEORGE SAYERS GOLF SHOP

Located at West End of Club House Behind First Tee

Here is Sayers' timely newspaper ad.

in that gets the free publicity and star use that the sand wedge got and for that reason the chances of one pro shop selling 300 of one kind of club during a week happen only once in a blue moon.

But that isn't the main point. The tip-off is that George knew there were going to be a lot of people at his club, and that these people represented a tremendous increase over his normal market. He used his noodle and got them to "lay it on the line." Every time there is a tournament held at a club the pro has the same sort

of a chance. There are a lot of galleries who get fed up on trotting around the course trying to push through the crowd and get a peek at a shot now and then. These folks gather around in the vicinity of the pro shop to get breath back and then they give the pro a great chance to invite them in to look over his stock. Especially in the case of golfers who are not attached to any private club is the pro at the tournament club given a great opportunity for selling. The unattached players like to boast that they bought certain of their clubs from pros at ritzy private clubs.

Next year we believe the pros will make more of a play on cashing in with these tournament galleries, for George Sayers has given them a striking demonstration of how this gallery business can be made to produce for the smart operator.

To this substantial citizen Mr. Sayers, GOLFDOM extends hearty congratulations for his work in showing what a live pro can do in picking up a big profit when many would walk right past the spot without thinking. One of the many bright spots in the pro picture is that more pros are doing this sort of work each year.

For the Miniature Golf Course A Permanent Fairway Surface

- That is always dry
- That won't track off

THE ideal fairway surface for the miniature golf course is one that is smooth and solid, that won't track off, that dries instantly after a shower and is cleaned and freshened by sprinkling.

All these characteristics are found in Cardiff Green Marble GRANITO plus the added advantage that its natural green color makes it particularly attractive.

Cardiff Green GRANITO size 00 is specially prepared for the miniature golf course. It packs smooth and solid; it makes a permanent green surface that withstands punishment and keeps maintenance low; its color is permanent, spraying with water instantly cleans off mud or dirt and it dries instantly.

For lower costs and greater utility of the course use Cardiff Green GRANITO size 00 for surfacing the fairways and greens.



The Cardiff Green Marble Company

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Cardiff
Maryland



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New York