

Register NOW for Turf Program

The sooner a systematic, scientific program of turf development is installed at your golf club, the better it will be; for such a program is the only sure way to develop the perfect and permanent turf that your membership demands. Your own common sense will tell you that good turf, on greens and fairways, is the soundest foundation for satisfactory golf.

First Step—A Complete Survey

Don't leap before you look. Don't go ahead blindly, guessing at what to do and hoping it will turn out all right. *Make sure* that there is a sound reason for every bit of work you do. A complete preliminary survey of the course by specialists who *know* turf needs and how to meet them, will give all the necessary information. There is no mystery to it—just a logical application of known scientific principles to your own local problems.

Second Step—Follow Directions

The facts about your course uncovered by the survey are used as the basis for sane, sensible recommendations for a systematic program of turf development. Then you can proceed with soil conditioning, put in drainage, sow grass seed, apply fertilizers, water the turf,—and absolutely *know* that everything you do is *right*. Then you'll have turf to be really proud of—a course that will gain the enthusiastic approval of everyone who plays on it.

Result—Economy and Satisfaction

Such a program of turf development is the only sensible one to follow. It eliminates costly mistakes. It insures that the possibilities of your course are made the most of. It gives positive results, not for a single season only, but permanently, in better turf, improved playing conditions, and greatly lengthened playing seasons—factors that can all be easily translated into profits for the club.

The Wendell P. Miller organization will make the survey and specify the turf program for you, at a cost so low that you can't afford not to have it done.

Our booklet gives all the details—write for it today.

WENDELL P. MILLER *and Associates*

105 W. Monroe St., Chicago

85 E. Gay St., Columbus, Ohio

Consulting Engineers

— Golf Course Specialists

A real ground cover plant should be evergreen, like *Common Myrtle* or *English Ivy* or *Creeping Juniper* and the like. There are only a few low deciduous plants which are suitable as ground cover material. I mention only three, as follows:

Running Euonymus—Reddish. This comes into fresh green leaf very early in the spring. For this reason it has been used sometimes as ground cover under Azaleas to give a background for their early flowers.

Memorial Rose—Green. This is almost half evergreen. The leaves are dark and glossy and much better than other hardy roses in this respect. It is a distinctly low trailing type with very attractive single white flowers in spring.

GROUP 1, clinging vines:

Virginia Creeper or *Fiveleaf Ivy*—Red.

Japanese or *Boston Ivy*—Red. This sticks to stone or brick better than any other vine.

American Bittersweet—Yellow. This has beautiful orange berries if you get a fruiting plant. The sexes are separate just as in Bayberry.

Sweet Autumn Clematis—Green. This is the finest of all vines for fall flower, which is very abundant and white and fragrant. Its leaves remain green very late.

Hall's Japanese Honeysuckle—Green. This also holds its leaves very late and is often evergreen further South. It has very fragrant white flowers, fading yellow in summer.

Chinese Wisteria—Yellow. This is not so valuable in autumn color, but is very satisfactory in summer foliage and is the finest value of all for spring flower, which is lavender in hanging clusters.

Ten Autumn Color Leaders

The ten plants which I have spoken of as specialists in autumn colors are as follows:

GROUP 7, large trees:

Maidenhair Tree (*Ginkgo biloba*)—Yellow. This has a peculiar fanshape leaf which is deeply notched at the tip. The sexes are separate in this tree. The fruit is very oily and putrifies quickly; therefore, one should plant only male trees.

Sweet Gum (*Liquidambar*)—Red. This is a Southern tree, hardy North. It has star-shape leaves which color very brilliantly in the fall.

Tulip Tree, *Tulip Poplar*, or *Whitewood* (*Liriodendron*)—Yellow. This has very handsome glossy leaves, but the wood is

too brittle for children to climb or for planting in exposed places where storms will break it.

Sassafras—Brilliant red. This has leaves which are sometimes entire, mitten-shape or three-lobed on the same branch.

GROUP 6, large shrubs or small trees:

Amur Maple (*Acer ginnala*)—Bright red. This makes a low bushy tree like a field thorn, but not so dense. It is even more brilliant than *Flowering Dogwood*, but, of course, it is not so valuable at other seasons.

Striped Maple (*Acer pennsylvanicum*)—Yellow. This has large leaves resembling goose feet and dark green bark with white stripes. It is excellent in shade.

Staghorn Sumac (*Rhus typhina*)—Red. This is a coarse shrub for distant appreciation, but very beautiful at this time of the year. The large fruit clusters are red and conspicuous on the ends of the stems, but the sexes are separate, and, therefore, fruiting plants must be secured.

GROUP 5, medium shrubs:

Winged Euonymus (*Euonymus alatus*)—Bright red. This also has bright fruits resembling Bittersweet. The scarlet fruits plus the red leaves make this a very bright show in the fall. The shrub is very dense and symmetrical and the twigs are marked with narrow ridges of cork.

Shining Sumac (*Rhus copallina*)—Red. This is a very handsome sumac with glossy foliage. The leaves are compound like a feather and the midrib is winged.

GROUP 4, small shrubs.

Fragrant Sumac (*Rhus canadensis*)—Red. This is a low sumac with three leaflets like a big clover leaf. It is excellent for poor dry soil in the sun and especially valuable at road intersections because it is below the eye level and will not interfere with the view.

At this point let me remind you that some evergreens should be used in almost all landscape plantings. They are permanent and, if rightly placed, will create a framework and background that will pull the whole picture together and make it satisfactory at all times of the year. Right now in these bright autumn days the combination of evergreens with autumn colors is wonderful. Our students here at Ithaca are seeing, every day, the value of white pines, hemlocks, and red cedars, not only as background for autumn colors, but also as dark framework through which these glimpses of bright colors are intensified and made very attractive.



The DUCKS are FLYING SOUTH

ONE season ends. Another starts. Very few "rest periods" between seasons these great golfing years. Your very customers are now planning their mid-winter golf trips.

Remember, wherever you go, wherever they go, they'll still be "vulnerable" to Burke Golf Clubs, Burke Balls and Burke Bags.

They KNOW Burke quality,—that's why. Burke craftsmanship. Burke honesty of manufacture. They know that Burke equipment lets a man forget his "weapons" and concentrate on his game.

* * *

So wherever YOU go—or whether you stay right at home and open a Winter Golf School—play up Burke equipment for easier sales and greater profits.

Burke
CLUBS • BAGS • BALLS

THE BURKE GOLF COMPANY . . . NEWARK, OHIO

The advertisers pay for your GOLFDOM; deal with them.

SPORT STATISTICIAN SHOWS AGAIN Golf Outdraws Baseball WITH YEARLY LEAD INCREASING

PROFESSIONAL golf may have its troubles, but are nothing compared with those of professional baseball, as the last world's series clearly revealed. Great glee was registered by many of the meek and lowly in fandom when the failure of the world's series to go the limit entailed the clerical expense of a ticket refund and thus visited poetic justice on the magnates who figured that by making the fans buy three tickets instead of allotting one game's tickets separately they would be able to reduce the office expense of handling the ticket sale. Due to this naive plan the baseball barons worked out to "meet the wishes of all our friends" many of the fans in the hinterland who like to visit the big cities and get a slant at the world's series spectacle were denied any sort of a chance of getting to see a game. The allotment by draw brought forth such sights as a Chicago store window decorated with rain checks indicating attendance at many Cub games, together with the acknowledgment card expressing the Cub's regret at being unable to give this patron any favorable action on his world's series ticket application. The sardonic and reformed baseball fan labeled his wonder display "The Reward of a Fan."

Difficulty experienced by Hans Wagner, eminent player of yesteryear, in getting into the Athletic park was given national and unpleasant publicity. To those entrusted with the management of golf's public affairs the handling of the last world's series is practically an encyclopedia of what not to do. But, what does it matter? As a Chicago newspaper columnist commented after the last game at Philadelphia, it's just as well there wasn't another world's series game played at Chicago for, if the day was any good, all the fans would be out playing golf.

Golf Lead Increases

That this wise crack had some justification in fact is obvious in the story by Harland Rohm, golf editor of the *Chicago Tribune*. Turning statistician for the moment, the *Tribune's* red-headed golf-writer

compares golf and baseball play figures and shows a major league baseball attendance for the year in Chicago of two and a quarter million against six million rounds of golf played during the season in the Chicago district. Rohm's findings:

"The gate, which at one time was the sole concern of promoters and participants in professional sport, has come to interest even the casual fans. Those gates grow bigger and bigger, yet golf outgrows them all. A recent check of baseball attendance in the major leagues showed that more rounds of golf were played through the season than fans attended baseball games. Yet that bare statement only tells half of the truth.

Ten Courses Draw 705,498.

"The Cubs, National League champions, set an all time record for drawing power in Chicago in the last season in Chicago. In their 77 home games the Cubs drew 1,485,000 fans, far more than any other club in the league ever have had enter the park gates in a season.

"Contrast that with golf and the result is amazing. According to figures compiled by Frederick Rex, librarian of the municipal reference library of Chicago, 705,498 persons played golf on the ten municipal and forest preserve courses in 1928. Figures for this season are not yet available.

"Chicago has about 50 municipal and daily fee golf courses and about 140 private courses. In other words one-twentieth of the golf courses drew half as many persons in the course of a season as the winning ball club drew.

3,500,000 Play Fee Courses.

"Naturally, such a limited comparison as this is unfair for the municipal courses get heavier play than private clubs, and there is the addition of the American League fans who watch the White Sox through the season. But the White Sox hardly drew 750,000, which means a total of 2,250,000 'gate' at major league baseball.

"The fifty daily fee courses would be but little short of the forest preserve courses in drawing power, so an average of 70,000 per course would mean

TOMMY
ARMOUR

FRED
LAMB



DETROIT is rich in having professionals who are outstanding successes as business men and golf authorities. Their influence is strong in American golf and bound to extend for the good of the game.

It is with great pride that I name Tommy Armour, Alec Ross, Fred Lamb and Jimmy Anderson, golfing notables of keen professional judgment and business acumen, whose activities in featuring and selling the Ultra Line are significant to other prosperous professionals.

Walter Hagen



JIMMIE ANDERSON



ALEC ROSS

No. 12 of a series
appearing in
Golfdom, The
Business Jour-
nal of Golf.



Jimmy Anderson, canny, capable and clever, is a good reason for membership in the Lochaven Country Club. Jim is a strong believer in the idea that a pro's personal interest in each member and in his club's progress is properly and profitably focused in the shop.

Alec Ross, of that family distinguished for its contributions to American golf, in his shop at the exclusive Detroit Golf Club. Alec Ross is a veteran expert in judging golf equipment. His assistant, Pete Chlopan, is shown at his left.



"THE L. A. Young Company deservedly have the confidence of the professionals. Your business methods are dignified as your merchandise and Professionals who have not an account with you are playing into the hands of the Professional's chief competitor, viz:—the cut rate stores."

JIMMY ANDERSON.

"THE Hagen line has really been the feature of my shop this season. I could say a lot about the prompt service I have had from the factory but even more important is the whole-hearted enthusiasm my members have shown for Hagen clubs."

I feel that the Hagen line offers us valuable selling advantages and Walter Hagen clubs occupy a prominent place in my shop."

ALEC ROSS.





THERE can be no doubt that the sales result to be derived from the proper display of golf clubs and accessories in the shop. I have always tried to make my shop as attractive and inviting as possible and the distinctive display features of Walter Hagen merchandise have been a real factor in the sales results which I have been able to obtain with these high quality products."

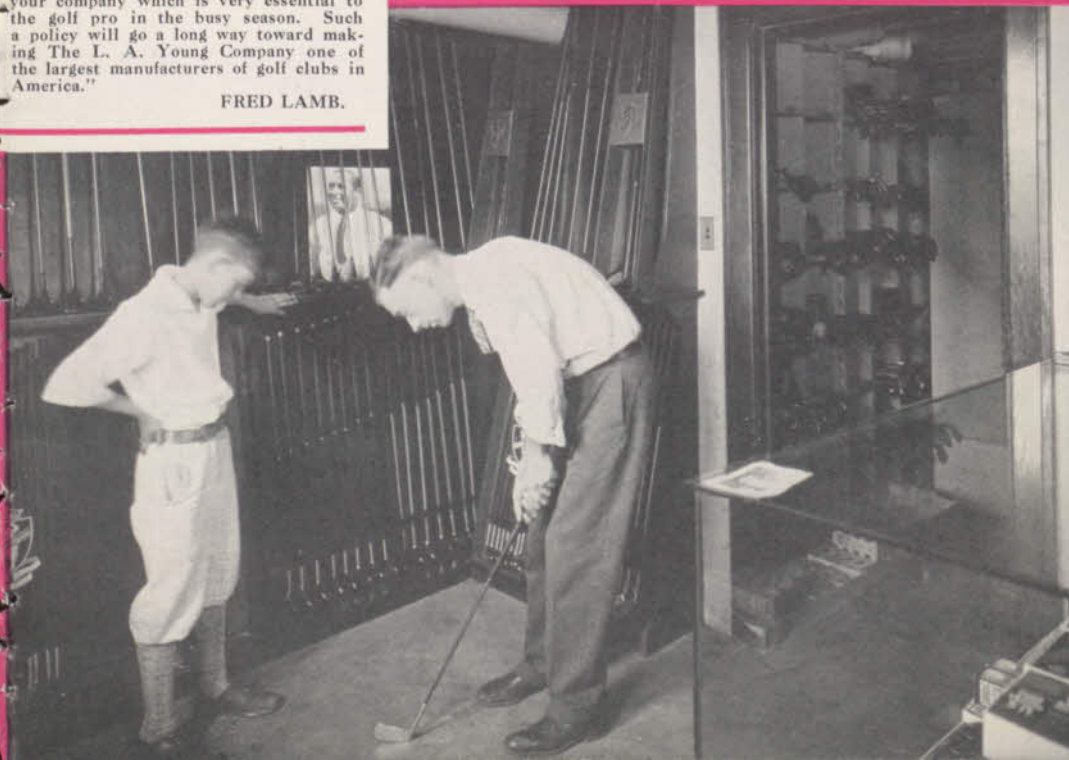
TOMMY ARMOUR.

HAGEN equipment is a really wonderful line of golf clubs. The best of shipment service has been obtained from your company which is very essential to the golf pro in the busy season. Such a policy will go a long way toward making The L. A. Young Company one of the largest manufacturers of golf clubs in America."

FRED LAMB.

This is the handsome shop at Tam O'Shanter where the captains of the automobile industry hold forth and the illustrious Tommy Armour, winner of the National Open, Western and many other championships, presides. Tommy's assistant, Bob MacLaren, is shown.

Fred Lamb, Bloomfield Hills, noted golf mentor, has had considerable to do with golf's growth in America, so it is fitting that this corner of his shop presents a typical picture of his assistant, Harry Kaseburg, carrying out Fred's idea of "catching them young and bringing them up right."



Are You Setting the Right Example?

DAILY the Honor Roll of Hagen Club users is growing. Today you'll find Hagen Clubs in the bags of a majority of America's most famous Professionals. Among the Nation's leading amateurs, too, you'll find a marked preference for clubs bearing the Walter Hagen trade-mark.

How good these clubs had to be to get where they are! Accomplished, too, in the short space of only two years in the field. Something to think about, isn't it?

And we're glad to say that a majority of the Pros everywhere *are* thinking about it. The advance orders for next spring amply testify to that.

Talk it over with some of the fellows who have featured Hagen goods this year—you'll find they all have the same story—"the line every Pro should get behind." And don't forget to ask some of the boys who used Hagen matched clubs this season what using a set of Hagen clubs themselves did for their sales—as well as for their game.

That's the biggest thought of all. If you haven't been playing with a set of Hagen irons at your club you've tossed a lot of good coin right out the window. No Pro can expect to do any real business on matched sets if he uses a bag full of non-related clubs himself. *The club members style their games and their equipment after their Pro.*

Use a matched set yourself and see what a difference it makes. Get set now on the Hagen Ultra Line for 1930.



ALSO SALES OFFICES AT
NEW YORK, 1270 Broadway CHICAGO, 14 E. Jackson Blvd. SAN FRANCISCO, 153 Kearny
LOS ANGELES, 730 S. Grand Ave. SEATTLE, 912 Western Ave.

3,500,000 rounds of golf played on the pay as you play basis.

"Added to that are the members of private clubs and their guests. According to the estimates formed from checking play at various private clubs the average would be more than 20,000 rounds on each course in a season. These figures are put on a basis of courses rather than clubs, for the multiple course clubs naturally would have much heavier play. On the 130 clubs a fair estimate of 2,600,000 rounds of golf seems conservative at least and probably low.

Play 6,000,000 Rounds.

"In other words, two major league ball clubs in Chicago drew barely more than 2,000,000 fans to their games in their heaviest season. In the same season more than 6,000,000 rounds of golf were played.

"Other cities only serve to make these estimates more emphatic. Exact figures are available only for the 1928 municipal courses, which in most cases means less than one-tenth of the total play. Detroit had 264,219 rounds of golf on municipal courses, Cleveland 164,876, Washington, D. C., 283,742 and even Milwaukee 258,922.

"Just as a sidelight 20,000 rounds on a course in a season is probably far short of the real total rounds played. Yet on that average the United States played 120 million rounds of golf last year."

Ohio and Illinois Spur P. G. A. Work

By Herb Graffis

WITH the advent of the lull in golfing activities there comes the time given over by the leading minds in professional ranks to the problems and promises revealed by the recent season.

Two of the P. G. A. sections in particular are coming to the front of the stage with aggressive and deliberate plans for pushing pro progress. The Ohio P. G. A., which with more than 100 Class A members, stands as one of the strongest of the pro groups, has taken a stand for \$50 annual dues with the idea of getting a pro commissioner financed so adequate and expert attention may be given to the multitudinous details of the pro organization's activities. Even with policies that are sound and foresighted the pros generally are up against the serious difficulty of lack of clerical facilities necessary to

handle the P. G. A. contacts and keep the boys acquainted with the plans and developments of national and state bodies. The individual professional's business organization unfortunately has no stenographer available. The business man in other lines would be lost without one to handle the mechanics of his correspondence but the pros have struggled manfully despite this handicap.

To this writer's way of thinking, the pros are overlooking this lack of clerical facilities as one of the serious drags on their combined advancement. It seems a ridiculously simple factor to be given so much importance but consideration will confirm the opinion. As the Ohio case shows, the professionals are not adverse to financing an organization that has a definite program and gives some substantial promise of substantial results.

The Illinois P. G. A. has launched an ambitious program for the year's administration of the newly elected president, Jim Carberry. The retiring president, Laurie Ayton, and the secretary of his administration, Jim Meehan, who carried over to the Carberry regime as a vice president, spotted the lack of clerical facilities as a besetting evil endangering the P. G. A. ambitions and proposed to the publishers of *GOLFDOM* that they handle these details of the Illinois P. G. A. operations according to decisions made by the executive committee of the association. Carberry, Ed Gayer, the new secretary and Al Espinosa, who with Jim Wilson is a vice president of the new administration, have had good acquaintance with the workings of the southern California professional band. They have great admiration for the way that Willie Hunter and his coadjutors conduct pro operations out there and have resolved to take some pages out of the *Sunkist* book and to show their winter associates some speed.

At the Illinois annual meeting the boys debated increasing the dues to \$27.50 a year to defray the expenses of the new plans. It is expected that even less than this amount will handle a lively state campaign, according to the estimate of expenses presented by *GOLFDOM*'s publishers, who are contributing their services without cost to the association.

It is basic in the Illinois plan that the standard of membership be quality. There will be no sacrifice of the membership eligibility requirements in the drive for new members.

Pro Merchandising As Manufacturers See It

By HERB GRAFFIS

"**I**F the pros can tell us how to solve the price cutting problem they can do something for us and other manufacturers that no one else in this world of commerce has been able to do." So spoke one of the foremost makers of golf goods to GOLFDOM's editor recently in the course of an interview on the pros' merchandising activities.

In the course of the last year this magazine has devoted considerable space to the pros' slants on their merchandising and in checking up these opinions with what the manufacturers have to say a calmly studious third party must volunteer the judgment that in the last analysis the pros and the manufacturers both are shooting for the same pin, a settled and substantial program for mutually profitable market development. There is no use kidding ourselves, the golf business is new as businesses go and instead of wrangling and misunderstanding it has reason for exchange of compliments between the pros and manufacturers on the fairly steady basis the industry has attained at this infant stage of its development.

About pro collective buying the manufacturers are "not so hot" and this writer will freely admit that he is firmly convinced that the manufacturers' lack of enthusiasm is not founded on selfish or grasping grounds. This may lay GOLFDOM open to the charge of being plastic and gullible but after rather extensive experience in the journalism of various other industries we bashfully rank ourselves as experts in being able to call the turn when a man says one thing and down in his heart means the opposite. The leading manufacturers tell us that to them it appears the major merchandising problem of the professional is selling rather than buying. The conspicuous group buying successes have been in the field of low priced, staple products, the manufacturers point out. If the pro wants to risk the change in his stock policy and compete with cheap goods on price alone then the economies of collective buying might be something

fairly large for a few years. But the pros' prominence and strength in the golf goods merchandising field today lies in the fact that he is generally identified as handling only the highest grade goods. Some pros have tried the experiment of trying to compete with the cut-price stores on cheap goods and so much of the junk is left in the pros' stock at the end of the year that it represents a very respectable part of their profits. The makers also maintain the collective buying experience of British pros would not be duplicated in this country due to the geographical differences which make the American distribution more difficult and expensive.

In making these statements the manufacturers add the comment that the outstanding retailers in the general merchandise field are trying their level best to get away from price and handle high class, well known golf merchandise, which sells better and more profitably when the year's business is surveyed. The manufacturers freely admit that the stores prefer to handle the goods for which the pros have established a consumer preference, and on this account the pro good-will assuredly calls for the manufacturers' careful preservation. The makers maintain that they are equally concerned with the pro in the matter of price maintenance, and when cases of price slashing are brought to their attention they welcome specific information that will enable them to correct the situation.

Price Cutting Puzzles Makers

There are many mysteries in this price cutting business. Some of them involve the legal rights of the buyer. Others are concerned with underground channels of supply. One manufacturer gave GOLFDOM's editor definite evidence of having spent \$15,000 in one restricted territory trying to find out where a certain chain store system was getting their maker's brand of golf merchandise so the brand could be sold at cut prices. "Don't think that the pro alone is hurt by this price cutting. It