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It is "a lot of ball" for fifty cents, and golfers have come to realize that it cuts 50% from their ball expense without endangering their scoring.

"Mop up" with Burke 50/50s by stocking them and keeping them in view.

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THE BURKE GOLF COMPANY, NEWARK, OHIO

When you mention GOLFDOM the advertiser knows you mean business.



“Your advertisement
tells them what
I can’t tell them”
said a well-known professional



At Interlachen, many professionals congratulated us on the Spalding advertisement—“How to Get More Fun out of Golf”—that recently ran in the Saturday Evening Post, Collier’s, Time, and the golfing magazines.



One went on to say—

"I can hardly keep telling the members that what their golf needs is instruction. But your advertisement told them, and told them in a way that made them realize that it was one of the truest bits of golfing advice ever put on paper. So I let that advertisement talk to the members for me. I have it hanging in my Shop, in a place where it sticks out like a sand trap in the middle of the fairway. And I can see already that it's going to help keep my appointment book full."



We're glad to see the "How to

Get More Fun out of Golf" advertisement fulfilling its purpose in life. We'd like to see it putting in a full eight-hour day, seven days a week, hanging in the Shop of every Professional throughout the Country.

So we've had some mounted on cardboard, poster fashion. Send for one of these. Hang it up in your Shop where the members will be exposed to its contagious logic. Get some first-hand benefit out of an advertisement that was conceived, planned, and written to give the golfer a clearer conception of what you, the Professional, can do for his game.

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A. G. Spalding & Bros.

105 NASSAU STREET

NEW YORK CITY

Pros Tells Long Path of U. S. Golf Progress

By WM. LIVIE

Pro. Lost Nation C. C., Cleveland, O.

TO A PRO who will sit down and think over his business it must be obvious that pro golf is at the threshold of a new period. Some of us who count ourselves veterans in the game are still young enough to cash in, and cash in richly during this new day. We are not alone in having this opportunity, for the growth of golf has opened up new possibilities of increased earnings for the qualified greenkeepers and managers as well as for the able and foresighted men in our own department of the golf business.

When I started in pro golf in this country in 1910 I was put by destiny in a position to make a fortune, but I didn't know it, nor did hardly any of the other professionals who preceded me, or started about that time. We didn't realize how golf was to grow, and being primarily sport technicians rather than business men, we did not dwell on the commercial possibilities of the game. A few fellows like Bob Pryde and Joe Roseman grasped the opportunity to combine golf and the real estate business and today are rich men. They stuck to their lasts and have their money where it can't be taken away from them, something that can't be the boast of some of the boys who thought they were on the sunny side of Easy street by playing their members' market tips before stock nose-dived last fall.

With all the development there has been in daily-fee golf courses there still is lots of room for improvement in the location, construction

and operation of daily-fee courses and the experienced pro who will stack his knowledge and effort alongside the real estate owner's investment in property and cash continues to have a good chance at a fortune.

The daily-fee business is no "open sesame" to the mint. K. E. Goit, writing in the June issue of the *Toro Mower* company's magazine points out that the boys these days can't depend on rapid increases in real estate values and liquid asset status of real estate to run a shoe-string into a tannery via the fee course route. It's pay as they play to the course owner, these days. But still many owners of property are praying for quick property rises, and are finding at some dismal sessions with the bankers that they would have been in good shape if they had taken the guidance and participation of some good pro when their enterprise was being born.

The pros serenely slept when the fee golf course business was originating. They were asleep again when the man responsible for the Tom Thumb courses was making himself a millionaire in a year. Now let us hope there is some pro who is thinking out a way to get scoring on an interesting driving game that a dub can play? The way the nation loves to "lay on the ball" and the success of the miniature courses gives an idea of the possibilities.

In this daily-fee course business we are just beginning. Any pro with good business brains can



Bill Livie.



GREATER DRIVING POWER

for the **NEW BALL**

DON'T worry about the lighter new ball. The solution means just this ... that *now* more than ever you need the increased resilience...the extra driving force that Schavolite alone can give you...in overcoming the additional resistance in flight between the old ball and the new. Schavolite is the **ONE** club that offers a degree of resilience impossible with wood...the **ONE** club that adds 10 to 40 yards to every drive...the **ONE** club certain to definitely and consistently lower your score.

Approved by the United States Golf Association...and a lifetime club...equipped with True Temper Steel Shafts...in three popular finishes. Impervious to moisture. Defies warping, denting, chipping or breaking. Try it in a "cage" or on your own links.

Single clubs, driver, brassie or spoon, \$12.50. Matched, balanced and registered sets of three, \$37.50. Putters, \$10. Right or left hand models. If your Pro or Dealer cannot supply you send us his name and we'll see that you're supplied direct.

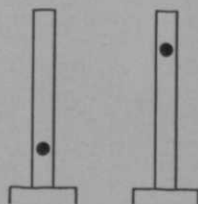
THE TUBE TEST

Scientifically determines the degree of resilience. A small steel ball dropped freely through a glass tube on the face of a Schavolite Moulded Head bounces over 100% higher than on any other standard club. Test tubes and balls are furnished Pros and Dealers without charge. Have this dramatic test demonstrated to you.

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16 West 45th St., New York

SCHAVOLITE
Moulded Composition Head
GOLF CLUBS



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Only reliable companies are allowed to advertise in GOLFDOM.

do a lot to assure and promote the earnings of a properly located fee course, but the hard part of it is to sell himself and his record to the men with capital.

Study Miniature Business.

Many of us made the mistake of thinking the miniature courses were "nut ideas" that wouldn't pay and would only last a troubled month or two. How many of us have studied their methods and seen what we can successfully apply to full sized courses? I am told that 60% of the miniature course play is at night. Now how many of us are figuring on the method, cost and probable effect on dividends of lighting systems that will make it possible to play eighteen holes after the evening meal? Minor league baseball earnings have responded in profitable fashion to this night lighting tonic.

I look back on my own history in the daily-fee golf business and cheerfully acknowledge myself a specimen of the professional who is too coy about cutting in for the pro's due share of the commercial golf profits he has piloted into the port of some other fellow's pockets. There's no lament on my part. These men with whom I have had, and still have, the pleasure to be associated with, are first class business men. I've learned from them, and, I hope, have sufficient business acumen and energy to profit from my observations.

As this is one of those "True Confessions" sort of stories, the best I can do is to just review my own history in the American golf business. It's similar to that of many of the fellows whose careers as pros doesn't go back much more than 10 years. Read it over. The tale, except for names and places, probably is paralleled by that of 50 other pros. I think about it myself—about the fortune that old Harlem course has made—and would gladly kick myself were it not for it never being too late to learn, the way golf is growing in the United States.

Tale of a Trail-Blazer.

When I came to this country in 1910, I worked one season with Brother Dave at Lake Geneva, Ill. Then I worked in the first golf school that was opened in Chicago. It was run by Geo. O'Neil and Al Naylor, Cleveland boys, and by Cliff Booth, who was assistant to Art Boggs at Kirkland. I'll never forget the time Booth and I borrowed a stepladder to hang the nets. The ladder was 15 feet long and

when crossing the car lines I got entangled in the elevated beams. This tied up traffic on Wabash avenue. A policeman came up on his horse and asked what to hell we were doing with the ladder. Being a little nervous I got my Scotch twisted and I said we were going to the "Gouf" school. He said he thought that we said goofy and called a wagon, but a friend explained that we were all right.

The following summer I was engaged as pro to the Riverside club. It had nine holes. I made good money and took a trip to New York where I sold and erected indoor nets, which paid me well.

Tom Bendelow, well known architect, had laid out a nine-hole course at Grand Beach, Mich., 60 miles from Chicago. I was sent there to start operations with a plan in mind to charge players as they played and to sell memberships for the season to people who rented cottages. This plan went over big and Grand Beach grew up overnight. Mr. Perkins, who was owner and president of the Fuller Adv. Co., helped the advertising. That was in 1912. I went to Scotland that winter to see how they operated some of the courses.

Revise the Picnic Grounds

When I returned I became acquainted with a Dick Salter who managed the concessions at the old Harlem race track which was used for picnic grounds at that time. I suggested to him to build nine holes in the middle of the track which was well sodded. All he had to do was get some flags and hole rims and cut the grass. He did this and it was a success. He charged 50 cents at that time. Today it is a full 18, operating on the same basis. It was the first pay-as-you-play course in Chicago, to my knowledge.

I completed another nine holes at Grand Beach the same year and opened it on the same plan. This brought people from South Bend, Gary and Chicago. I had to use three different tees to start them off during the week-ends and a starter to start them off. I was there until 1914 and built another nine before leaving. At that time Mr. Perkins was planning to build a hotel.

In 1916 I had a plan in mind to go to some of the smaller towns and get them to lay out nine-hole courses in good pasture grounds. I happened to be wintering in Lake Geneva with Dave that winter. There I met a young fellow from Woodstock, Ill., who was golf crazy. I gave him my set-up and talked to several business men connected with the Oliver Type-

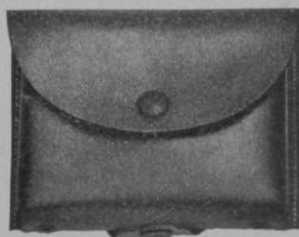
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writer Co. They became interested. A course was laid out by me and I spent several days a week there. Then I planned a course just a few miles from there at Harvard, Ill. I made arrangements with some of the local men to carry my line of golf clubs and to book lessons on the days I would be in the city. I paid them a percentage on the clubs I sold or he sold, which I say was a healthy business for me. I also opened a course the same season in Dwight, Ill., and Pontiac, a few miles away. Frank L. Smith, who ran for Senator for Illinois a few years ago, and a Dr. Oughton started to play golf in the school I had in Chicago during the winter.

Snake Charmers Get Course

Dr. Oughton was the originator of the Keeley cure for drunkards in Dwight. He and Frank Smith became interested in the idea of laying out a course on the fee plan. I laid out nine holes and spent many days in the fall of the year teaching the new golfers. The plan gave Dr. Oughton an idea to have his patients who were taking the cure play golf with the attendants. The attendants watched that the alcoholics would not go on a spree.

I spent the winter in a hospital at Joliet, Ill., with blood poisoning caused by a thorn bush sliver which I had picked up when staking out traps.

This year gave me the idea of operating several clubs instead of one which earned me a good income.

Tom Bendelow had laid out a nine-hole course in Green Bay, Wis., and he sent me to open it. I spent two months there and enlisted in the army. After being discharged I returned to Green Bay, Wis., for another season in 1918. Bendelow had started another nine-hole course in Mason City, Iowa, which had to be constructed. I took my brother Bruce along with me as assistant and started the same plan in operating courses, one at Charles City, Iowa, Osage, Iowa, and Austin, Minn. The latter was built on property owned by the Geo. Hormel Packing Co. of that city.

I used a new plan there. I would lay out a course at a nominal fee with the agreement that all players who started the game would buy their golf outfits and instructions from me. This helped many to get the right start in golf. I never was idle and kept going all the time.

Makes Real Estate Tie-Up.

I came to Cleveland in 1920 to sell automobiles with my brother Bruce who had the Locomobile agency. At this time I

was trying to sell a car to H. A. Stahl and during my conversation we talked golf. I happened to mention the Grand Beach plan which interested him very much. I talked the pay-as-you-play courses for Cleveland and he mentioned Ridgewood. I tried to sell the idea to Bert Way and several pros. I tried to arrange for us to lease this land and start a course. I looked over the land, but I could not get them to see the proposition. In the meantime the depression came and I received a wire from Mr. Perkins that they had completed the hotel and he would like me to come back and operate the course. This I did during the seasons 1922 to 1924. I then completed another 18 holes for play.

At Grand Beach during the seasons I employed two instructors and two club makers. I then went to Michigan City, 10 miles from Grand Beach, where a small nine-hole course was in play. They could not afford a professional so I had one of my instructors come for two days a week to teach. I kept a stock of clubs and balls with the caretaker so players could get the same service as other clubs. I also went to another club, 16 miles up the lake. My wife would drive the instructors to the courses and keep track of the stock. The repairs kept Jean Duncan, one of the oldest men in the game, busy. I found this plan of merchandising a money maker.

I came to Cleveland that winter and laid out a small course for a Mr. Emery who was promoting the Cedarhurst course on the Corrigan estate. Mr. Stahl in the meantime engaged Grange Alves to lay out a course at Ridgewood which was about completed in 1924. He hired me to open it up on the pay-as-you-play plan which gave me a chance to use my ideas on operation. The starting system and private club regulations seemed to put it over. I spent five years at Ridgewood and when it went back to the public play it was better than ever. When Willowick members were to move to the new course I talked Mr. Stahl into the plan of operating on the chain idea.

Having had many inquiries from different cities on leasing or operating courses I decided to resign from the Willowick Co. and proceeded to act as consultant to several courses. Having looked over Lost Nation in the fall of 1928 I knew it would make a nice golf course for public play on the Privilege idea. It opened Aug. 15th of last year, and has been well patronized, although several miles from the city.

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Perfect for developing the putting stroke.



All you do is tell your members to practice putting on **BENTEX** Putting Green

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Miniature Courses Active Factor in Golf Business Trends

By HERB GRAFFIS

IN ONE year the influence of the miniature courses has registered as a major factor, not only in the development of the golf business but in other fields of amusement. The movie business, already hit hard by the expense of wiring the houses for sound and a raft of pictures so poor that even the standby mob of moron customers gags and loses interest, has decided to join the army and many houses are putting in a few putting holes in their lobbies. It is reported reliably to GOLFDOM that two of the big movie chains are contemplating making putting courses standard items of house equipment. One of the well known movie chains is busy looking over locations for a number of indoor golf plants and according to present indications will put indoor golf prominently into the scheme of this winter's entertainment.

This promise looks good to the pros. The southern jobs that amount to much are fairly well tied up and those that are usually available attract a gang of applicants, many of whom are so anxious to escape the snow and cold for the winter that they work for scarcely enough to get them by. With good instruction and management jobs springing up from this new phase of the miniature course business a lot of the boys whose business urge is stronger than their wanderlust ought to be able to get themselves profitably fixed for the winter. The chances are that it will be a great thing for the pros, not alone because of the money it will mean to them, but because the contact with the methods of good showmen is something that will educate the boys in a department where they, generally, are "not so hot."

Some of the professionals who have made connections with the popular Tom Thumb and other miniature courses this year have done very well. These patrons of the nursery all are anxious to graduate into the high school class as golfers so the instruction nets in connection with the miniature plants are doing a long hour

business. The convenience of the establishments is bringing many advanced students, members of country clubs, into the miniature course establishments for instruction. In that respect it may mean a reduction of the club pro's lesson income, although the danger is remote, for the pro's big problem is to get his members interested in instruction rather than worrying about who gives it. The home pro is bound to get the big bulk of the business.

But Is It Golf?

When the Tom Thumb racket made its sensational debut in the south under the auspices of a clever northern capitalist, a lot of the skeptics in the golf business dismissed the stunt as a flash in the pan. Some of the boys already are talking about the idea having run its course. There will be some of these miniature course owners who will flop, certainly. Poor locations, excessive competition and the notion that the only action necessary is to install a course, sit back on the base of the bunzoon and watch the dough cascade in, are factors that will account for many fatalities. It is highly probable that the Tom Thumb people soon will announce new designs for holes, thus maintaining interest in playing the courses. The big shot in the Tom Thumb Co., a quiet, shrewd golf nut whose personal cut during the first year of the business exceeds \$1,500,000, is one of the fellows who entertains no delusions about this vest-pocket outfit being golf. It's a game all its own, making a dent into the billiard, pool and bowling alley business. Being little bastard brother to golf, due to the mamma of both being the putter, is nothing against the game in these days of a loose moral code. The little guy with the bar sinister is furnishing a lot of help to golf.

One place where the miniature courses have given the golf business a direct and decided impetus is in the manufacturing business. Putters, at least they call them