

while the rest of us white trash have the option of jumping in the lake?

Well, I could keep on telling you my troubles on this score until breakfast time, but it is enough to say that before the first of June that gang of cutthroats had nicked our original appropriation of \$25,000 down to 14,000 bucks. Angus was fit to be tied. What made me sore was that he blamed *me* for allowing that gang to get away with the dirty work. What, I ask you in all fairness, could I do to stop them? Besides which, it wasn't worrying me very much. I was still getting my three squares a day and I only had six months more to serve as chairman.

Naturally, as you can well understand, this piracy of our funds necessitated our cutting down on maintenance expenses all around. We dropped two or three men from the pay-roll and we went mighty light on manure, sand, fertilizer, and all the thousand and one things that Angus was always howling about. Well, you know how it is. You can't run a golf course on hot air, asphalt parking places, tree experts, and what not. The greens began to take on a bilious sort of appearance, the fairways had all the appearance of suffering from a bad attack of prickly heat, and our sweet congregation of members began to murmur, then to kick, and shortly to raise merry hell generally.

They started by taking it out on Angus but they didn't get very far with that Scotch rock-crusher. He agreed with them in every particular but advised them that there was nothing he could do about it inasmuch as he was merely the green-keeper and that *I* was running the course. Me running the course! Sweet mother of Queen Anne! The only running I was doing was running around keeping out of sight.

Well, in late September came the great anti-climax. The Japanese beetle went on a picnic on our course and the grub population in our turf was greater than the combined population of this country, Canada and Mexico. They ate us out of house and home. It got so that when you made an iron shot you picked up a divot 3 feet by 6. That's why Angus had wanted the five tons of arsenate of lead.

One day my sweet comrade, Van ten ecyk, hunts me up on the course and proceeds to gently chide me for inattention to my duties as chairman of the green-committee. He confided to me that, in his opinion, I had a one-track mind and that the rails were rusty. Blamed me for the

multitude of troubles besetting the club. It is difficult to explain, but something *clicked* inside my brainpan. They say that I walked over to an old apple tree near the third tee and bit a chunk right out of the trunk. Angus and six members sat on me and held me down with great difficulty. They gently backed a padded wagon up to the spot and a couple of husky keepers took me away.

And so Homer ended his sad story. Now I knew why his scanty locks were prematurely grey.

"Homer," said I, "are you aware of the tragic aftermath to this sorry affair? No? Have you ever noticed that old man Van ten ecyk's right ear is badly mutilated? You have. Well, here's what happened.

"After they incarcerated you in the goofy house the Wykymaguk Club engaged me in a consultation capacity to clean up the grubs and get the turf back into shape.

"I made a thorough examination of the situation and told Van ten ecyk and the Board in meeting assembled that it would cost \$20,000 to fix up the course. This sum to include my fee of \$4,200 cash in advance.

"Van studied a few minutes and then said, 'That's \$50 per member. Well, we'll levy an assessment of \$150 per member. We need a new practice green, a pair of gate posts, a wing to the clubhouse and other things too numerous to mention. This is a good opportunity to get the money and these dumb members will never know the difference.'

"Right then and there *two* thingumajigs clicked in *my* brain pan. I climbed on Van ten ecyk, wrapped my legs around his middle and sunk my false teeth on his ear. They had to slam me with an empty Haig and Haig bottle before the keepers could subdue me and take me along to keep you company."

"Brother," sighed Homer, "dear brother!"

Brooklyn, N. Y.—Dyker Beach golf course, operated by Department of Parks, in five months from June 1 had 40,000 rounds of golf played. Income was \$36,000, maintenance, \$16,000, leaving net profit of \$20,000 for the city. Department issued 1,240 season permits at \$10 during the five months. Green fee for those not having season permits was \$1.00. High figure for day's play was on Sunday, Sept. 9, when 627 golfers played.

Greens for winter play have been provided.

P. G. A. Re-elects Officials at Annual Meeting

By HERB GRAFFIS

THAT the Professional Golfers' association of America is highly pleased with the progress and policies of the administration it has enjoyed for the last two years was made evident at the organization's annual meeting held at Hotel Hollenden, Cleveland, November 19-20. Headed by Alex Pirie of Old Elm (Chicago district) the pros re-elected their entire national staff. Others re-elected were Willie Ogg, vice-president; Jay A. Patterson, vice-president; J. B. Mackie, treasurer, and Joseph R. Mitchell, secretary.

The meeting was generally considered by far the most successful the pro body ever had held. Dues were raised to \$10 in order to finance part of the ambitious plans the pros have for their organization. The slight raise will help somewhat to care for the amount of headquarters clerical work demanded by the functioning of the body, but is manifestly insufficient to care for the employment of a managing director to relieve the elected and unpaid officers of their arduous and exacting burdens in association work. The idea of a managing director as suggested by GOLFDOM in its September issue was given favorable consideration but action along this line was postponed until the association's finances would permit.

California picked another tournament plum at the meeting when the P. G. A. voted to award its 1929 tournament to La Cumbre at Santa Barbara. Date for the tournament will be announced later although it undoubtedly will be in the late fall and will launch the California season with a bang.

Every sectional P. G. A. body with the exception of the northern California and the northwest Pacific coast was represented. The meetings were of an executive character but the news of general interest was freely handed out to the press. The type of men appointed by the pros to attend the meeting as truly representative of their profession and the character of such proceedings as became known to the reporters was impressively convincing that the pros' interests are being han-

dled by men who are fully aware of the responsibilities and the demands of the changing times. So far as the pros themselves are concerned the Cleveland meeting demonstrated that all that possibly could be done to advance the cause of this element of the golf world was being handled by capable and conscientious men, and whatever shortcomings there may be cited by pros who are not active in their sectional bodies, are either the result of limitations of money and the demands of other essential duties of the P. G. A. division and national officials, or, in the last analysis, the absence of co-operation from many pros who are either indifferent or unreasonably critical.

To this reporter it was a matter of regret that such a meeting as that at Cleveland could not be attended by club officials and other powers in golf so they could get an accurate and convincing picture of the high calibre of the pros who are picked by their fellows as the men who reflect properly the character of the tribe. It would have done the pro cause a lot of good and correct the erroneous and lamentably unjust impression that prevails too generally.

The pro has suffered, among other troubles, the same misconception of his ilk as has the plumber, who arose in wrath a few years ago after the jokesmiths had put him in bad. You will note the falling off of the once great crop of plumbers' jokes.

One pleasing indication at the meeting was the evidence that a group of men whose main motive was the promotion of the game and the preservation of its high principles of sportsmanship, had prospered materially. Each one of the pros in attendance was obviously a man of such financial stability that he could well afford to let association affairs go along as best they might without him, for he alone had nothing especially personal to gain or to lose. The attitude of the meeting and its attendants was distinctly one of helping the pro who needed and deserved help, no matter what sacrifice was involved in time and effort on the part of the P. G. A. officials.

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Minikahda's Stately Clubhouse Shows Character of the Club.

Taylor's Profitable Policies at Famous Club

By HERB GRAFFIS

TWENTY-SEVEN years ago Bob Taylor went to Minikahda at Minneapolis as professional of that pioneer course. You could spray a machine gun in almost any direction over the nine holes that comprised the course at that time and endanger no one. Late this fall I dropped in to visit Bob and the club's well known greenkeeper, Charley Erickson. Though the day was gloomy and a cold intermittent rain fell, several foursomes plowed around with enjoyment that in view of the weather conditions was mystifying even to this sympathetic student of the golf bug.

Erickson ante-dated Taylor at the club by one year. Together they have witnessed Minikahda become one of the country's famous courses, and to their team-work and intelligent energy back-stage credit undoubtedly is due for the club's progress. They are wrapped up in their club.

As Taylor and I talked things over in the attractive pro shop, it occurred to me that the newer golf clubs perhaps fail to

appreciate the value of a professional who regards the progress of his club to be as vitally important as his personal advancement. Perhaps, too, some of the younger pros don't put the correct emphasis on this factor. A pro shop is a great place for creating and reflecting club "atmosphere." If the pro is out for himself, first, last and only, nickle and dime snatching for an insignificant job of repair work, you can generally count on it that he's a fellow who changes jobs often. He neglects to exercise foresight and to establish the pro shop as a spot where club spirit shines forth brightly.

The Happy Medium

These veterans in the pro ranks, like Taylor, are a whole lot more interested in the development of first class young pros than is generally recognized. Partly because their own dearly won and highly prized reputations are at stake, but mostly because they are so earnestly concerned in the continued advance of golf, are these

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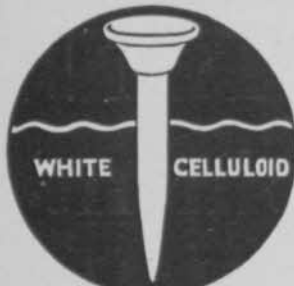
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old campaigners so intensely ambitious for the younger fellows.

"Though today's conditions are vastly different, the younger man in U. S. professional golf does well to heed the sound conservatism and reasonable reserve typical of the older British and Scotch pro school in this country," stated Taylor. He added that, of course, the status of the pro on the other side and in the United States was not the same, and that, due to national temperaments and policies, the easy democracy of this country and its placing of the pro in a position of prominence and frequent adulation was likely to prove dangerous to the pro whose judgment had not matured.

The public grants to the pro golfer no immunity from its fickleness. If he keeps on the job steadily, if he anticipates and meets satisfactorily the wants of his members, if he consciously avoids the spotlight just to show-off, the better for his security and reputation. Youngsters who attempt to keep pace with the crap-shooting, bridge, and other expensive diversions of their brother pros far too frequently find themselves hopelessly involved financially and thrown aside by the same members who so warmly invited the new pro into their lively whirl. That sage advice, with plenty of examples cited, is Taylor's idea of piloting the younger man safely over the earlier stages of his career.

Good Buy Is a Good Sale

Taylor's shop is not elaborate, but it is always as neat as the proverbial pin and displays a carefully chosen and comprehensive stock. It is a roomy establishment housed in a building separate from the clubhouse and locker-room. This detachment is not the best line-up in the world for a big volume of pro shop sales since it involves a walk off of the beaten path to the first tee, but that has been more than overcome by Taylor making his shop known to every one of his members as the best place in town to buy golf goods.

His basic idea is that unless a pro buys right he is "sunk" right at the start. "Let my members see a pair of golf hose at some down-town store," Taylor commented, "and they'll pass up what apparently is a tempting bargain at the competing place to come out and buy from me. The reason is that I pick stuff that is handled only by high class stores, of the character that gets my members' other trade, and

Pros

who make their
golf shops *pay big*



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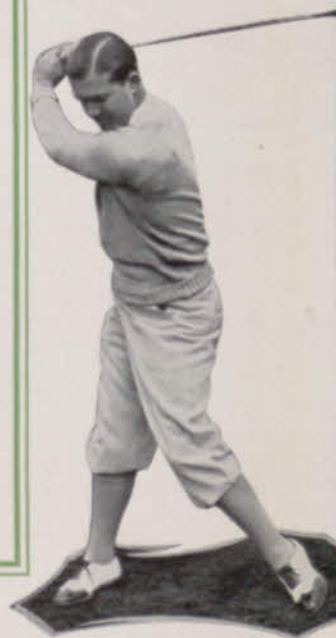
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A "brother act" that is one of the features on the professional golf stage is that of the Jacobus boys.

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See if there aren't some good tips for your own use in their comment on profitable professional merchandising.

Walter Hagen



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[No. 2 of a series appearing in *Golfdom*
—The Business Journal of Golf]

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A view of George Jacobus' golf shop at Ridgewood C. C.

Self-Selling Qualities

"Tact is a vital item in pro selling success, for some members might resent any apparently high-powered selling in the pro shop.

"But, they must be sold and the best way to do this is to let them sell themselves. I display my Hagen line so that the clubs are handy for the members to pick up.

"Once there's a Hagen club in a player's hands he seems to make up his mind that he just can't miss a shot with a club like that. Every day during the season I have impressive demonstrations of the selling power of my Hagen display.

"It certainly has helped my business and gratifies my members."

George R. Jacobus

Professional, Ridgewood C. C.
Ridgewood, N. J.

"First with the Latest" Pays

"My members are prominent business men and naturally they expect to do business with a pro shop run on a modern commercial basis.

"I beat competition by getting the best and the latest in golf goods first, so my people look to me for up-to-the-minute quality merchandise. It is for this reason that I started early to feature the Hagen line.

"Members were attracted by the appearance of the clubs and sold by the way the clubs felt.

"I can tell any of the boys the line is a sure cure for 'sleeping sickness' in pro shop sales."

Russell R. Jacobus

Professional, Crestmont C. C.,
West Orange, N. J.

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NO matter how anxious you are to increase your shop profits and your sales to members, your efforts fall short unless you have the right merchandise. The Walter Hagen line of clubs, balls and Allied bags is golf merchandise that is ahead of the procession. You get real buying action when you put this distinctive and advanced line on prominent display in your shop.

Sales of the Hagen ULTRA line of golf merchandise amazed pros by the high sales records attained this year. The Hagen line for 1929 assures even speedier progress and consequently greater profit for the pros who plan now to combine their own efforts with the golf merchandise that has established a new standard.

How "go-getting" pros have found the Hagen line fits the shop selling policies that pay the pro and please the members is apparent to you in the accompanying comment from two of the most progressive pro merchandisers in the country—Russell and George Jacobus.



A corner in Russell Jacobus' shop at Crestmont C. C.



★ *Chris McGrath wasn't around when this picture was taken but he joins with us in this greeting.*

We're here to wish our Pro friends a
MERRY CHRISTMAS
and a
HAPPY and PROSPEROUS NEW YEAR

WE want to thank our Pro trade for the valued teamwork that has made 1928 a great year for us.

As the year's end nears we have ample evidence that the Hagen Pro sales protection policy is exactly in line with the development shown by Pro merchandising especially this year.

Yes, we not only *wish* you a prosperous New Year, but we are all ready to show you a line of golf merchandise and pro sales helps that will *make* 1929 your banner year.



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