

A SENSATION!

The New Jacobsen Greens Mower Brush Attachment

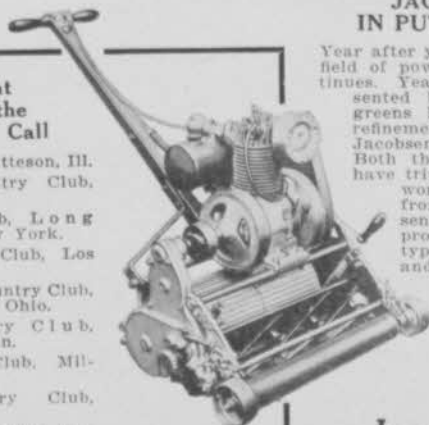
This Jacobsen Greens Brush Attachment is unquestionably the most important accessory offered the greenkeeper in many years. It has won the enthusiastic and unqualified endorsement of every greenkeeper who has seen it.

The picture shows you how this wire brush attachment rides ahead of the mower. When not in use, it swings back against the handle. It has several important uses. HERE IS WHAT THE GREEN BRUSH WILL DO FOR YOU:

- (1) It prevents the Bent from running and brushes up the matted grass so that the mower can cut it. The ball will travel uniformly fast and free in any direction on any part of the green.
- (2) It brushes in top dressings more thoroughly and quickly than it can be raked in—gets it right down into the roots of the grass. You can top dress in the morning and have a perfect playing green in the afternoon.
- (3) It prevents Bent from going to seed and thus gives it a harder, stronger growth.
- (4) The Brush acts as a preventative of Brown Patch and other Fungi by thoroughly aerating the turf and letting the sun and air to the soil.
- (5) It is only necessary to brush a green occasionally to keep it from creeping. Consequently the brush has been made easily attachable to Jacobsen Greens Mowers.

Some Recent Additions to the Jacobsen Roll Call

Olympia Fields, Matteson, Ill.
South Shore Country Club, Chicago, Ill.
Lido Country Club, Long Beach, L. I., New York.
Wiltshire Country Club, Los Angeles, Calif.
Shaker Heights Country Club, Shaker Heights, Ohio.
Interlachen Country Club, Minneapolis, Minn.
Tripoli Country Club, Milwaukee, Wis.
Evansville Country Club, Evansville, Ind.
Country Club of Detroit, Detroit, Mich.



JACOBSEN LEADERSHIP IN PUTTING GREEN MOWERS

Year after year Jacobsen supremacy in the field of power putting green mowers continues. Year after year, the problems presented by changing ideas in putting greens have been adequately met by refinements and improvements in Jacobsen Mowers. Both the 24-inch and 19-inch models have triumphed in every test and have won expressions of keenest praise from the best authorities. Jacobsen Power Putting Green Mowers produce a finer cut than any push-type mower, do it with less time and labor.

Demonstrations Without Obligation

Write for literature on Jacobsen Mowers and accessories, and arrange for a demonstration on your own green.

Jacobsen Mfg. Co.

Dept. EE

Racine, Wis., U. S. A.

Western Avenue Public Golf Course

The O. T. Johnson Corporation and
The A. P. Johnson Company, Owners

Los Angeles, Calif., March 23, 1928.

Gentlemen—Our Fairways and Greens are of Washington Bent. The Greens are two years old and have been cut entirely by Jacobsen Power Putting Green Mowers, with very satisfactory results. We use 2 machines daily and keep a third as a reserve.

For the last 4 weeks we have been using a brush ahead of mower which was put on as an extra by your representative, Mr. J. B. Pol, which has overcome any tendency of the Bent grass to creep.

We think the rolling effect of the power mower is very beneficial and saves most of the top dressing that is ordinarily required to keep a good putting surface.

Yours truly,
Western Avenue Public Golf Course
By A. T. Johnson, Jr.

Glendale Golf and Country Club 1919

Hamilton, July 24th, 1928.

Gentlemen—Attention Mr. E. L. Gilson.

The Jacobsen Power Mower for greens purchased from you some time ago, is the best investment we have ever made. In a short time we will have saved the price of the machine in labor but the improvement it has made in our greens is far greater consideration. They are cut better than ever before.

From the mechanical side, the machine is a wonder and has never given the slightest trouble in any way, a fact which appeals very strongly to a greenkeeper.

If the cost of this machine were twice as great, I would still consider it a necessary part of our equipment.

Yours truly,
G. F. Armstrong,
Chairman Greens Committee.

P. G. A. Hour of Destiny Is Here

So What Will Pros Do About It?

By **HERB GRAFFIS**

PROFESSIONAL golfers are crying for a Moses to lead them out of the wilderness.

Individually, as business men, the representative rank and file of the pro tribe has progressed considerably during the past two years. As a cohesive and powerful organized group, the professionals continue to be the babes in the woods of business. The P. G. A. as it is now running falls short of the demand of the times.

This is not my own exclusive judgment, but it's the verdict I have heard from scores of professionals of prominence, studious temperament and capability, including some P. G. A. officials.

Before we go any further into this matter of presenting suggestions that have been advanced for making the P. G. A. membership "mean something," let's understand perfectly that there are no personalities in this matter. It is to be a calm consideration of the situation with the good of the pros in mind. Personally I have the very highest regard for the P. G. A. national and state officials whom I know; one of the high priests of the bunch is one of the best, straightest shooting friends I have. Consequently these remarks deal with conditions, not with certain men.

P. G. A. Is Stymied

Those who are unduly harsh in their criticism of the limitations of the present activities and achievements of the P. G. A. can be easily silenced by calling attention to the conditions which existed in the pro field prior to the organization of the present national P. G. A. body. There can be no denial of the fact that the P. G. A. has been the major factor responsible for awakening of a group aspiration among the pros, for establishing some ethical standards, and for drawing attention to the demands for business ability in their everyday professional duties. The P. G. A. has been functioning with increasing vigor and results, and each year has

made progress. That is admitted, but it is the consensus of opinion that more definite and co-ordinated work is urgently demanded if the P. G. A. is to become one of the recognized major powers in golf.

In looking for the spot where this new policy must be instituted, we immediately begin to wonder what sort of an executive organization is to be established. The way the situation stands today, an official of the national or divisional P. G. A. is doing nobly to handle the onerous details of his unpaid office. A man's first duty is to his family. In that connection handling his job as pro in the most faithful, intelligent and diligent manner is the right way of making sure that his family is going to get a good income for covering its expenses. When a man has done what a pro job demands he has very little time left for handling the many detailed duties incumbent upon his P. G. A. official work.

Then you must consider the painful truth that the pros are self-taught business men whose business experience has been confined within narrow limits as compared with the experience of men in other commercial fields. That certainly is nothing against the pros, but it is a condition that has great bearing on the situation.

What's The Answer?

The more the above factors are brought to my attention, the more it seems to me that the P. G. A. needs a man of marked ability, resourcefulness and character to serve as the paid executive secretary, or whatever you want to call him, in developing each detail of the P. G. A. opportunity for substantial service to the professionals and to golf in general, and to outline and co-ordinate the work of the various sectional bodies, co-operating to the fullest extent with the officials of these bodies.

The moving picture industry has its Hays, the rubber industry its Andrews, baseball its Landis, and the fur, garment and other industries have their director-

TORO

EQUIPMENT



This Fall, make your Compost Pile with a Toro Compost Machine

YOU can make compost quicker, cheaper and better with a Toro. Capacity, all that five men can shovel into it. Composted materials, suitable for top dressing, can be pulverized and screened at the rate of 6 to 8 yards per hour. Sturdy construction that stands the racket. Over 200 of these machines have been in operation for over three seasons, with less than \$3.00 annual upkeep expense for replacements. Requires 4 h-p to operate.

The TORO Standard Tractor can be used to operate the TORO Compost machine.

For hauling compost, the TORO Junior, with steel dump body, is an ideal outfit. It can be run over the fairways at a speed of 4 to 7 miles per hour without damage to the turf. It's a handy outfit to have around for all light hauling.

Write for illustrated catalog which fully describes the above and other TORO labor-saving equipment.

Toro Manufacturing Co., 3042-3168 Snelling Avenue, Minneapolis, Minn.

SERVICE STATIONS

BOSTON
CLEVELAND
DES MOINES
CALGARY

NEW YORK
DETROIT
KANSAS CITY
VANCOUVER

PHILADELPHIA
CHICAGO
LOS ANGELES
TORONTO

JACKSONVILLE
INDIANAPOLIS
SAN FRANCISCO
BUENOS AIRES

LOWEST UPKEEP EXPENSE

Please mention GOLFDOM when writing advertisers

generals, "czars," or governors. They have found the need for such centralized power, and considering the business genius and wealth in these industries it certainly is no reflection on the pros to suggest that they might do well to employ a capable man in like capacity.

In financing the employment of such a man, I believe it within the realm of probability that the manufacturers of golf goods would contribute readily to a fund sufficient to maintain the man and an office along the right lines. There are notable business men in the United States who have retired from active business with fortunes, to devote themselves principally to playing golf. Among that class it should not be hard to find a man whose love for the game and his intense interest would make him ideal for the situation in mind. Perhaps one who is not subject to the temptation to play at every opportunity would be better, but that's a matter that could be very easily decided.

Certainly the manufacturers of golf goods have enough to gain from the P. G. A. functioning to the fullest extent of its scope, to make their participation in such financing a profitable move, without the remotest idea of any particular manufacturer making unfair use of the office.

What Can the P. G. A. Do?

As the conditions now exist, the P. G. A. doesn't mean all that it should to the pros, to the clubs, the members or the U. S. G. A. One of the obvious things to be done is to have the P. G. A. membership a very positive identification of a fully qualified professional. Professionals of worth know how seriously the job situation is today with clubs hiring half-baked kids who will take a job for any little money just to be called "pros." The clubs get a "burning" on this, that's true, but in the meanwhile good pros are out of jobs and the situation at the clubs having the worthless pros are tending toward taking away concession privileges from the pros, good, bad or indifferent, who follow these pseudo-pros.

A pro to be a P. G. A. pro should be a man who has passed tests that reveal him plainly to be a pro who is a credit to his club and to his profession and an asset to his members. Determination of such status might even go to the extent of examining boards whose credentials, issued to the P. G. A. member, would have the validity and value of certificates on the

order of a registered pharmacist's certificate.

With such an order prevailing it is not too wide a stretch for the imagination to conceive the day when a club belonging to the U. S. G. A., the Western, or any other of the substantial club bodies, would consider only P. G. A. members in good standing for pro jobs, and that the P. G. A. employment service would be of vast benefit to its members as well as an assurance of competent professional service to the clubs.

There is no well informed person who can maintain that there hasn't been a wonderful improvement in the pro credit situation. The P. G. A. sectional bodies have a lot of gratitude due them from the manufacturers on this account. Under rigid and correct qualifications for membership in the P. G. A. this matter of credit must figure prominently. If a man wilfully and woefully disregards his obligations he is doing an injustice to his fellow pros who are first class business men because it is too often that the faults of the few in the pro field are proclaimed by the loud-mouthed and unthinking to be the failings of the whole flock. Education in simplified and standardized accounting methods would be something falling within the province of a thoroughly functioning P. G. A. With the limited executive facilities now available this and other work that the officials are ambitious to do, is simply out of the question.

Need More Publicity

Pro golf is direly in need of more persistent and planned publicity.

Part of the duties of a paid executive secretary would put the right emphasis on supplying this need.

The P. G. A. championship has first class earning potentialities for the winner due to being second only to the National Open in distinction won by the pro who triumphs over an all-star field. As the event now is staged, it comes so late in the season that football news crowds it down to brief mention, and the pro winner is too late for lucrative exhibition dates. Publicity angles like that should be considered.

Internally the professional field is often in ignorance of details of "what's going on." The other day I was asked about the ball sweepstakes to be conducted at clubs whose pros were P. G. A. members, the proceeds to be used for the P. G. A.

PROS

— a new service hook-up to
bring you greater profits
thru the sale of the worlds
finest line of golf bags

L. A. Young Co. appointed exclusive
U. S. sales agents for the famous
ALLIED HOOKLESS GOLF BAGS

PROS know the quality of Allied Hookless Golf Bags. You have seen the L. A. Young Company put the Walter Hagen line of golf clubs and balls right up at the top of the field in a short space of time.

So, you can accurately foretell what this new sales service means to you in increased profits.

Allied bags are the sole product of skilled workmen. Each year the Allied line establishes the styles in the bag field; the materials used are of the highest quality—so, *there's a reason for the leadership of Allied bags.*

Golf bags have too long been a "blind spot" in the operations of pro shops.

A glance at the bag racks will show you an

over-looked opportunity for sales. Many pros will find a large percentage of their members' bags ready for replacement. It's up to you.



Representatives of the L. A. Young Company will bring to you a line of bags that will win the instant approval of your members—just a reasonable amount of thought and attention to the "blind spot" and watch your sales increase.

You will find the L. A. Young organization always considerate of your requirements, and we have every confidence in entrusting them with your trade.

White Manufacturing Co.
Makers of Allied Hookless Golf Bags

The L. A. YOUNG COMPANY
Sole National Sales Agents for Allied Hookless Golf Bags
HOLBROOK at GREELEY, DETROIT, MICHIGAN

Please mention GOLFDOM when writing advertisers

Benevolent Fund. The inquiring pro said he had heard something about this fund raising campaign but didn't know the details. Nor did I. So far as I have been able to learn no information on this subject has been sent to newspapers or golf magazines. A case where the pro heart was ahead of the pro hand. Not that I blame the P. G. A. officials, for I know from frequent observation that if they had to care for all the detail work that comes to them, they'd have no time left for the job that gives them their bread and butter.

GOLFDOM has no axe to grind in this matter. One of the big planks in our platform is to see the good pros get the good that is coming to them and in this connection we advance the suggestion of a highly competent and industrious paid executive secretary. We're not siding in with the boys who blame the P. G. A. for everything. Taking all angles into consideration the P. G. A. has done one hell of a lot more than was expected when it took on its lease of life in its present

shape. Its achievements have been made despite a sad lack of co-operation from fellows who are hair-trigger critics of the P. G. A. shortcomings. The P. G. A. officials know what a task it is to get the lads to come to the meetings, to pay dues promptly and take a constructive co-operative interest in the P. G. A. affairs. There is with us always the boy who is quick to howl and slow to help.

But now the P. G. A. has made a far advance from the day when it took in anybody who would sign up. Potentially it is one of the big leaguers in golf. The time is here for its further advance in accordance with the demands and promise of the situation. The P. G. A. is entitled to recognition of a standing so high that no good pro could afford to stay out of it.

GOLFDOM very respectfully and sincerely suggests that the next national P. G. A. meeting give thoughtful consideration to this matter. In the meanwhile, if any professional has comment to make on this subject—for or against—GOLFDOM will welcome his statement.



Chisholm photo

Tom Stevens and His Staff, With the Pro Shop in the Background

"Champion's" Treatment Makes Sales

By TOM STEVENS,

Pro, California Country Club, Culver City, Cal.

THE golf professional of today has to be more than just a student of golf and an expert player. He has to be a salesman of top water. Competition has caused the modern pro to become a real salesman.

In his shop he must carry a full line of supplies in every detail. He must know

his merchandise and be able to push it in an efficient and quick manner.

My shop is divided into a salesroom, a workshop and a buffing room. In this way my stock is kept clean and I can display it in ways that are attractive to my patrons. Some new display, something fresh, always helps. They notice things and stop to look the new articles over. It may be just what they have wanted but only these displays would have brought it to their eyes. To have tables showing golf apparel and little "what nots" for the



Golfers everywhere will welcome
this *perfected* Scoring Device

GOLFSKOR

FOR WATCHING YOUR GOLF SCORE

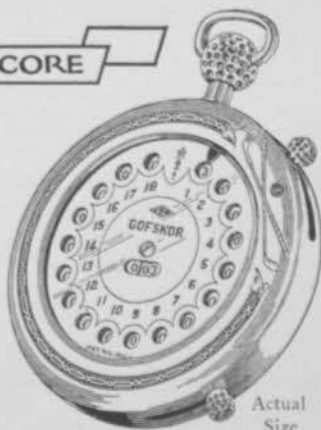
GOLFSKOR does away with the tiresome—and not always *truthful*—card and pencil. It keeps score automatically and *perfectly* for each hole and clicks off a running total of *all* strokes.

Slim, graceful, handsomely encased, GOLFSKOR will sell on the sheer artistry of its design alone. Let your ardent golfers once see this watch, take it in their hands and work it for a while, and they won't be happy until they own one.

Golf enthusiasts the country over point to GOLFSKOR as one of the most important contributions ever made to the game. Its market runs into the millions. Dozens of your club members will want GOLFSKOR, not only for their personal use but as gifts to others. *It makes a wonderfully novel and practical golf trophy.*

WRITE FOR DETAILS TODAY!

GOLFSKOR retails at attractive prices and yields a handsome profit. National advertising will introduce this patented scorer to golfers everywhere. A special counter display stand in leather, gold and silk has been created for GOLFSKOR.



*In Chromium,
Nickel—absolutely
scratch-proof and
rust-proof.
Diameter 1 3/4".
List price, \$12.50*

*De Luxe model in
14-k. White Gold-
filled case.
List price, \$20.00*

E. Z. GOLFSKOR
DISTRIBUTING COMPANY, Inc.

15 West 47th Street New York City

Please mention GOLFDOM when writing advertisers

golfer will always tend to bring a nice revenue to the pro. Once you have the members buying these goods, it is easy then to show them your "latest model" clubs and often results in sales.

The introduction of matched sets of irons to golf has stimulated the pro's business to such an extent that where, before, he was only able to sell five or six irons, now he is able to sell sets of six to nine irons. Introduced these new matched sets to our members by putting them up for various competitions, etc. These contests prove very popular and when some of our members have won one of these sets the other members soon become interested and desire these new graduated and balanced sets for themselves.

A professional who goes out of his way to be of service to his members is the one who benefits in the long run. To give the members real service you must have a staff of snappy and willing assistants who do the things you, yourself, would do for the members' pleasure.

To make the ordinary *dub* feel just as important as the club champion around your shop is a bit of personal treatment that makes your shop a bright spot.

Treat for Brown-Patch Often Enough

ALTHOUGH this season has been especially bad for brown-patch in the Cincinnati, O., district, the Camargo club has been immune. The greens at Camargo are of mixed German bent. The principal reason for the course's freedom from brown-patch, as stated by Wm. C. Jackson, who is responsible for the fine condition of the club's grounds, lies in the frequency of applying preventive treatment.

Jackson uses calomel, two to three ounces to a thousand square feet of green, applying it in just enough sand to distribute it over the green. Jackson maintains that many greenkeepers whose courses suffer from brown-patch expect an application to last too long. He sometimes applies his treatment as often as two or three times a week when thunder showers are prevalent, making the applications the morning after the rain. The treatment is allowed to remain on the green for two or three hours before watering-in.

Good Sportsmanship and Darned Good Profits



It is good sportsmanship for the Pro to push the sale of Morley Yello Tees—

Because the Morley Yello is the tee that does not and cannot injure the Golf Club's expensive lawn mowers.

And it is also good business common sense for the Pro to push the Morley Yello Tee—

Because he will find that Morley passes along to the Pro a larger profit than he gets on any other high quality tee.

Write to Yello-Tee Division of the
MORLEY BUTTON MFG. CO.
Statler Building Boston, Mass.



MORLEY
yello
TEE

What's in the Pro Job?

The Bright and the Drab Sides of a Professional Career Analyzed by

BOB WHITE

AMONG the obstacles that are handicapping the work of putting golf on a business-like basis is that of delay. It is difficult to get a golf club's operations on as substantial basis of promptness as that of a well conducted business enterprise, but there are plenty of places wherein avoidable delay penalizes the club and its employees in more ways than that of unpardonable extravagance.

One of these sources of vexations and costly delay concerns the employment of a professional. I have often wondered why a pro job reported open in November is not filled until March, with everyone on the anxious seat all winter. The golf manufacturers are forced to make up rush stocks at the last minute and the pro shop doesn't get operating properly until the season is pretty well advanced, so everyone pays the cost of the last minute rush. Even when the selection of the pro is "cut and dried" the other pros, who are eagerly awaiting an opportunity to make a connection, are not given treatment that really is fair, because definite news of the appointment has not been made.

Some of the delay would be avoided if the pro knew just how to go about getting connected with the right club for him. He would be able to "sell" himself properly. One thing that a pro should think about is a cold-blooded analysis of his job. One of the troubles with pro golf is the fact that many so-called professionals who have so few qualifications for a pro job are calling themselves "pros" and subjecting the legitimate pros to competition that victimizes the able pros and the golf clubs alike. These pseudo professionals get into the pro business thinking that everything is all "peaches and cream." But golf as a professional's source of income makes stern demands.

Let us consider the advantages and disadvantages of a golf professional's career. For the purpose of discussion, we will limit the various angles of the subject to seven topics, placed in three groups for

closer classification. To most of us, the item of financial interest is first to be considered and it will be so regarded in this article.

Financial Advantages.

1. No rent problem for shop.
2. Trade secured without advertising expense.
3. Income fairly good.
4. Possible "tips" on business deals from members.

Physical Advantages.

1. A healthful career.

Social

Advantages.

1. Opportunity to meet a very desirable class of people.
2. Opportunity to travel.

Financial

Disadvantages.

1. Uncertainty of business due to weather conditions.
2. Difficulty of collecting certain charges.
3. Danger of loss of stock by robbery.
4. Department store competition.

Physical

Disadvantages.

1. Mental and physical strain of teaching.

Social

Disadvantages.

1. Uncertainty of permanent address.
2. Possible disfavor of the "all important" member.

For proper explanation, let us devote a paragraph to both sides of all the points as listed above, bearing in mind that no particular professional's position is being considered but merely the profession as a whole.

Money Angles

1. The item of rent is always very important to one in business and it is undoubtedly a splendid aid to the professional to know that this overhead is eliminated. It is only fair that the club furnish quarters for the professional at no cost to him since it is clearly seen that he is under a handicap because of his dependence upon weather conditions. These are particularly uncertain in the early spring.

following a winter of unemployment for the average professional golfer.

2. Advertising has always been considered a great aid to business, and the fact that the professional secures his trade without more than a small item of this expense is an advantage to him. But, on the other hand, he cannot pick his customers and almost all professionals will vouch for the fact that there is always some money "standing out." Unless the golf club protects the professional in his financial dealings with the members, there is quite likely to be a definite loss to him each season.

3. The golf professional's income is usually satisfactory, despite the handicaps of weather and unpaid charges due him. He earns his money through strict devotion to his work. However, even conscientious effort may go to naught due to the fact that the average golf shop is easily accessible to thieves. Records are not available concerning the quantities of golf balls and other goods stolen yearly but to the writer's belief the figure is large.

4. Often in the course of a friendly match, a professional with some surplus funds to invest learns of a profitable business deal. However, that is a matter of uncertain results.

A real definite handicap to the professional is the tendency of department stores to conduct sales of low priced and often poorly made golf goods which affect the business of the professional at his club. This is possible because of the resources and far reaching facilities of the store, which competition the professional cannot meet without the co-operation of his members. Consider this, club officials: the department store has many interests, the professional only one. Which is more likely to give the closer attention to the quality of merchandise? If standard goods, the price is the same at either store or shop so why not help the professional whose business is necessarily limited to the members of his club? There are no restrictions of this nature imposed on the store. The professional will expand his stock to take in clubs of all prices if he has sufficient demand.

Health Side of Pros Job

1. Undoubtedly a golfer's career is a healthful one, combining exercise with the necessity of working outdoors, teaching and playing. But, there is a severe strain, of a mental and physical nature imposed,

If you compare the hours of a golf instructor with those of a college professor, a football coach, a music teacher, etc., you will find that the average professional is engaged in his duties longer and more arduously than any other type of tutor.

Social Advantages

1. In the course of his duties, a professional comes in contact with a high type of people who often take a decided interest in his welfare and aid him to secure greater benefits from his knowledge of golf. But the fluctuating fortunes of the average professional force him to change his position at frequent intervals. For that, of course, he can hardly be censured, but such traveling makes it impossible to reap the full advantages of all his friendships.

2. The opportunity to travel afforded the professional, particularly during the winter months when play on northern courses is suspended, brings him a great deal of pleasure, with the attendant expense. To travel during his active season, the average professional must sacrifice his income from business to a large extent in addition to railroad and hotel expense. His activities in this direction are also likely to create dissatisfaction at the club, particularly if it be a "one man" club with important influence behind "him."

Summing up the situation in a few words, it seems that the benefits and handicaps of the professional golfer should be considered thoroughly before the low scoring amateur and graduated caddie decide to enter the game as a livelihood.

Let each consider that while the sport is increasing in popularity, its very nature is such that professional golfers remain in their positions for twenty-five, thirty and thirty-five years or more. Charles Hunter was professional at the Prestwick, Scotland, links for more than fifty years and his son David has been so employed at the Essex County Country Club, West Orange, New Jersey, for more than twenty-five years. Other cases can be mentioned.

If the newcomer to the ranks of professional golfdom will be reconciled to a start at the foot of the ladder, that is as caddiemaster or assistant professional, it will work to the future advantage of all concerned. Ability does not remain unknown on such a widespread testing ground as a golf course and the experienced and expert employee reaps his reward.