

hibits is giving both exhibitors and greenkeepers a good chance to get the most out of the show.

The list of exhibitors as it stood late in December:

- Toro Mfg. Co.
- Arthur D. Peterson.
- Penn. Lawn Mower Wks.
- Worthington Mower Co.
- Lyman Carrier
- Campbell Irrigation Co.
- Peter Henderson Co.
- Nitrate Agencies Co.
- American Cyanamid Co.
- Atkins & Durbrow, Inc.
- Economy Irrigation Co.
- Goulard & Olena, Inc.
- Standard Mfg. Co.
- Dow Chemical Co.
- Hyper-Humus Co.
- Adalink Chemical Co.
- O. M. Scott & Sons Co.
- Milwaukee Sewerage Co.
- E. G. Staude Mak-A-Tractor Co.
- Fate-Root-Heath Co.
- C. B. Dolge.
- Stumpp & Walter Co.
- Ideal Power Lawn Mower Co.
- L. R. Nelson Mfg. Co.
- Swift & Company
- Jacobsen Mfg. Co.
- Bayer-Semesan Co.
- Dayton Irrigation Co.
- Mallinckrodt Chemical Co.
- H. J. English
- John H. Graham Co., Inc.

Player Demands Often Contrary to Greenkeepers' Judgment

BOB JONES, QUOTED by his journeyman biographer Oscar Keeler in December *American Golfer*, says the new course at Augusta, Ga., in which Jones is interested will not have its greens watered so any kind of an approach shot will stick.

This will be good news to greenkeepers, many of whom have been compelled to over-water against their judgment because the players insist on greens soggy enough to hold improperly played approaches. Many able greenkeepers, among them the Pacific coast notable, R. S. Greenfield, hold to the opinion that there is a close connection between over-watering and fungous troubles.

Now if Jones would come out with some sort of a blast against the murderous demand for too close cutting of greens during the hot weather, he would be doing another favor for the greenkeepers.

Traylor for Pres. Dept.

B. C. FORBES, ace of financial reporters, has plenty to say about the golf field's selection for the democratic nomination, Mel Traylor. Forbes wrote a great story for the Hearst papers of December 27. Among other remarks he made in this copyrighted comment are:

"Melvin A. Traylor, Chicago banker, who appeared before a Senate committee last week in Washington, may some day return to Washington in a different role."

* * *

"Mel Traylor is essentially of the people, essentially a Democrat with a small 'd'."

* * *

"No more lovable man than Mel Traylor walks in shoe leather—he didn't always have shoes."

* * *

"Mel Traylor is not tied to Wall Street's apron strings."

* * *

"Mel Traylor was one of the very few prominent bankers who loudly proclaimed warnings again and again that the 1928-1929 orgy of inflated speculation would end disastrously."

Forbes has been prowling around among the truly greats and the flash-in-the-pan greats and the think-they-are-greats for lo, these many years, and ranks as an accurate appraiser of men. He knows his stuff well and is tough enough to write exactly what he thinks, even if it's rough on some of the folks in high spots. Having this expert appraiser of business men confirm the opinion of many in the golf club field and the golf writers, is gratifying.

Today the main handicap to Traylor's nomination seems to be that the professional politicians will deal from unorthodox parts of the deck in their orthodox fashion unless the boys who are anteing their taxes into the game call for new rules in 1932.

However, one of the bright rays of hope in the present situation looks to be exhaustion of the country's vast natural resources—the capacity for taking punishment from political bosses.

"Don't Let 'Em Tire of Club's Grub", Capt. Jack's Advice

By D. SCOTT CHISHOLM

Associate Editor, Country Club Magazine

QUITE RECENTLY a good friend of mine put the question to me, and put it quite bluntly, "Which country club on the Pacific coast serves the finest food?" I wished he had selected something easier to ask me. Why didn't he ask me which was the finest golf course on the coast or the easiest for southpaws to score on. I gave him no response to his inquiry, not what you would call an outright answer at least, for the good reason that I was not in a position to do so, conscientiously. I did make mention of several clubs where the menus were exceedingly attractive, the food ideal, and the service and surroundings supreme—and among them I made mention of the Brentwood Country Club of Santa Monica, California.

One thing I feel sure of—Brentwood's roast beef as served by Captain Jack Leniger, the capable and genial steward and manager, is absolutely unsurpassed at any club in any state. I may go a wee bittie further and say that I know of no club where one can save so much valuable time (once a golfer gets into his togs he's got no time to lose in the clubhouse) in devouring a satisfying meal of excellent food as at the buffet that stands at the left of the Brentwood grill room. It only takes a jiffy. And the grill is so close to the locker room that you can almost fall into it—only you'd have to fall upstairs a few steps instead of fall down.

Club's Officers

Go-Getters

Brentwood is quite a remarkable club and one reason for its unusualness is the fact that its very large and prosperous membership seems to work and play like one huge family. One rarely hears of dissension at Brentwood. That

condition of affairs, ladies and gentlemen, has been brought about by the club having been extremely fortunate in its selection of officials ever since the day of its inception back in 1915. I think it was 1915—it may have been 1914. The men at the helm over that period were, in most cases, business men of prominence in the community, although the present President is a prominent judge of the district court of appeals. In fact he's the presiding judge of that court. Although I don't care much for judges of any sort, I must admit that Judge Works has made Brentwood a most admirable and just chief during his administration, and has done much to build up the good name Brentwood established for herself when she was a struggling institution in her old clubhouse across the way from the present palatial structure.

Leniger Knows His Stuff

But back to the food question and the activities of Captain Jack Leniger, the same Jack who acted as a page boy at the old Waldorf Astoria as far back as 1900 when Peacock Alley was in her gloated pride, and the same Jack who started in the restaurant business shortly after at Paul Salvin's Garden restaurant. Jack has been associated with many noted institutions in his time and it has been freely and with general, cordial endorsement rumored out Brentwood way that the club scored a double header when it secured Jack's signature to a long term contract. Experience of others has taught him that the easiest way to run a country club to earth is the serving of poorly cooked food in a slovenly manner by slovenly attired waiters.

"The end will arrive all too soon. I've seen so much of it in my travels," said Jack. "At Brentwood we serve only the finest



Capt. Jack Leniger, Brentwood, Manager



Brentwood's lounge greets member and guest with hospitable atmosphere.

the market can supply. I pay the highest prices to secure the finest and my system of inspection of merchandise that enters the kitchen forestalls any inferior quality getting past the kitchen door. Back goes any item not up to standard. Everything must be 100%. Something almost as good will not do at Brentwood.

"We use very little canned goods. There are hundreds upon hundreds of acres of vegetables in cultivation all around us twelve months in the year and when a can of any sort ever gets into the kitchen which contains vegetables of any description, it's quite unusual.

Give 'Em What They Want

"I have a wonderful lot of members to serve and I know they deeply appreciate my efforts to give them the best of everything, not only in the grill but all through the clubhouse. I like to cater to the individual tastes of my members and find out just what dishes they like best and if I can see my way clear to serve Tom McCall his favorite steak and kidney pie, Mr. McCall is to have just that. If Mr. Maule prefers a baked potato with his chops, Mr. Maule shall have his baked potato, granting he gives me due warning as a baked "tattle" takes considerable time to fire. Anything to please.

"It is strange how some people tire of certain dishes. Even steaks and chops are subject to such treatment and I think the least affected in this direction is prime ribs of roast beef. The moment I notice members laying off any particular dish, I have it taken off the menu for several weeks and when I put it back on again it is funny how they hail an old friend back to the fold. Human nature is very funny in the matter of eating and it is a most interesting study to watch the peculiarities of several hundred able bodied men as they sit at table day in and day out.

"We do a fine business in our main dining room—not seasonable but twelve months in the year. We average at least three luncheon parties a day with a number of parties for dinner and dinner dances, while the clubhouse is extremely popular for weddings and birthday affairs. The revenue from such events comes in very handy to keep our records in the BLACK and quite far away from the despised RED column, the dread of all club officials. We have 25 excellently furnished rooms which are kept at least 90 per cent occupied throughout the year, most of them being turned over to suites and the revenue therefrom is not to be sneezed at. All in all I think we have as fine a country club and as well oiled an organization as can

be found anywhere and I am of the belief I can carry on in my departments as long as I give the members, first of all, good food to eat and service a little better than they can get at their city clubs. I am extremely happy at Brentwood."

Prompt Service Big Factor

Golfers want quick service from the moment they have changed into their golf togs. They get impatient over delays. Personally, I think the most aggravating of things connected with some clubs is the delay in getting food served to you. Brentwood has solved this problem in fine style. As you enter the grill you see a reproduction of an old-time bar at the left and you can almost hear it groan from the weight of food that stands there. In a jiffy you can have the white-bedecked chef cut you off a slice of roast beef, fix you up with lamb chops, fill your platter with Irish stew and vegetables, have a courteous waiter of color sit you down at a table adjacent to the bar and provide you with drinkables and bread and butter and it is your own fault if you happen to be two minutes late to join your favorite foursome at the first tee. Either your digestion has been slow or some crank member slowed you up by relating about his missed putts, or some other damnfoolery.

That's the way things ought to be in a golf club grill, and that's the way Captain Leniger has it at Brentwood. The first time I stood against that service bar, my feet, quite unconsciously, began to feel around for the old brass rail and when I found it not, I took milk instead. But that roast beef at Brentwood. What a rare

treat. Once you swallow a mouthful, you never forget it.

The club publishes a very interesting miniature magazine every month the name of which, quite appropriate you will admit, is "Brassie." I suspect my good friend Tom McCall, its editor, christened it thusly. From it I culled the following list of prices which I feel will prove of interest:

Grill lunch75
Roast beef75
Roast beef sandwich60
Baked ham60
Baked ham sandwich50
Roast lamb50
Roast lamb sandwich40
Liver and bacon50
Lamb chops75
Corn beef and cabbage.....	.50
Roast beef hash50
Corn beef hash50
Half chicken75
Roast duck75
Ox joints50
Veal chops50
Veal shanks50
Rock bass50
Filet sole50
Sandabs50
All soups20
Fresh vegetables20
Potatoes15
Salads25 & .35
All pies20
All puddings20
Fresh fruits with cream.....	.25
Berries with cream30
All melons20
Ice cream and cake25

Pro Events Are Bargain Days for Winter Playlands

By R. W. TREACY
Pro-Supt., Woodmont C. C.

ARTHUR LANGTON in December GOLFDOM gives an interesting but not altogether sound view of tournament golf when he writes a California greenkeeper's view of the winter prize playing activities.

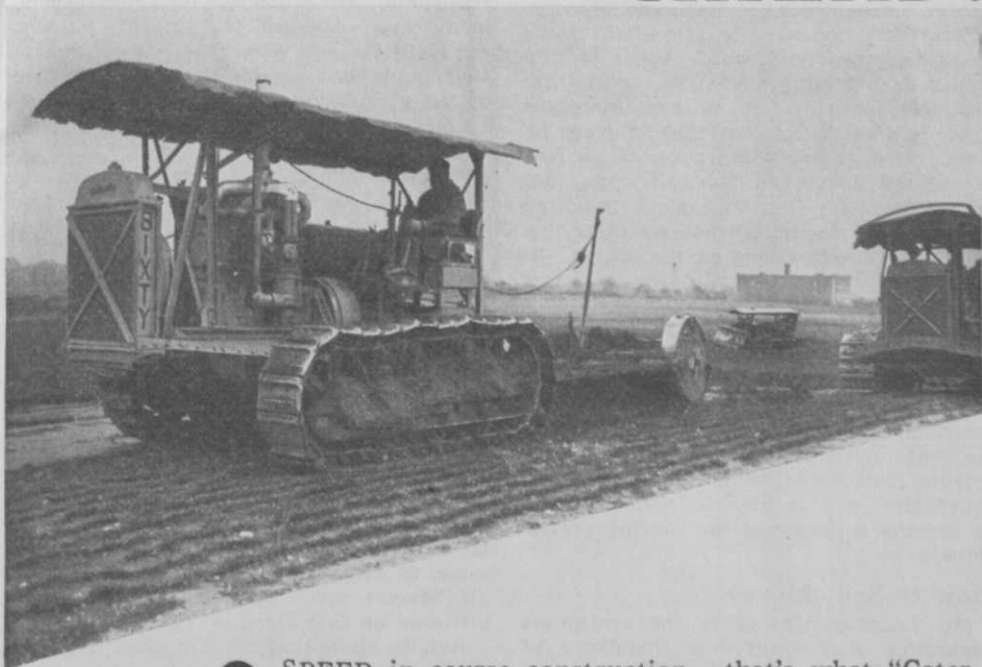
One of Mr. Langton's remarks that will not hold much water is: "Those who seem

to be most benefitted are the prize winners who return to their home courses in other parts of the nation to spend their money." Financially, those who are most benefitted by the winter tournaments are the local hotels and the transportation companies directly and the clubs themselves eventually. One does not have to be an expert sta-

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one season

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● SPEED in course construction—that's what "Caterpillar" track-type Tractors offer! Ready for seeding in less than a month—thanks to thorough mechanization and plenty of "Caterpillar" power. Costs of green building cut from \$500 by manual methods to \$135. One season's interest charges were saved by the big "Caterpillars"—Bayside Links, Long Island, was

transformed from a flat plain to a rolling characterful course that might have been imported from Scotland. Barns and walls and trees torn down—replaced by bunkers, green and rolling grass—thank the "Caterpillars."

Prices—f. o. b. Peoria, Illinois

TEN	\$1100	THIRTY	\$2375
FIFTEEN	\$1450	FIFTY	\$3675
TWENTY	\$1900	SIXTY	\$4175

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Track-type Tractors Combines Road Machinery
(There's a "Caterpillar" Dealer Near You)

tistician to figure out that the money spent by the tournament players on the winter circuit exceeds the prize money by a considerable margin. There are approximately 200 players who participate in the winter tournaments remote from their home courses. These players and their wives spend probably more than \$150,000 in the winter circuit cities and that is more than the prize money by a wide margin.

Increases in play invariably follow tournaments and this means additional revenue to the clubs in each territory where the winter tournaments are held, and especially are there increases in green-fee income at the courses over which these tournaments have been played. No figures are available on the extent of these increased green-fees but I dare say that in every instance of a tournament course these fees exceed the money the club had to pay out in preparing for the tournament, handling the play and repairing whatever injury results from heavy traffic on the course. It must be remembered that in very few cases of private clubs do the clubs themselves put up the prize money. A course that is kept in normally good condition for the play of its own members should not require any especially heavy expense for tournament conditioning, so it appears to me that under the usual circumstances a private club would be more the financial beneficiary of a winter tournament than by far the majority of the touring professionals.

How to Split Money

Mr. Langton also offers the gratuitous suggestion that California Chambers of Commerce "eliminate cash prizes for tournaments and spend the money on the courses with the purpose in view of providing the snow-bound eastern business man an opportunity to enjoy cheaper and better golf in this state of eternal sunshine." The California tournament money this year amounts to about \$21,500. This sum divided among the state's 276 golf courses amounts to \$77 per course, which even in these days will not enable each course to give assurance of better and cheaper golf. It would have to be a poor and out-of-the-way California golf course that can not take in more than \$77 in winter green-fees from visiting easterners who want to play California courses about which their own section's professionals have spoken so glowingly. Thus it appears that Mr. Langton's financial survey of the situation is in need of correction. What

Mr. Langton and his brother course superintendents might be doing these days is questioning the weather men in the "state of eternal sunshine" rather than considering the intangible value of the touring professionals who have been responsible for a volume of publicity establishing the state as a delightful spot for the easterners who desire to avoid the rigors of winter.

Understanding Needed.

With one part of Mr. Langton's remarks I am in full accord; so are most other professionals. He comments on greenkeepers being fired because tournament players complain far and wide about course conditions and blast completely the reputation of the greenkeeper. As a pro-greenkeeper I know that this is an evil. Guiltiest are those professionals who know nothing about the details of course maintenance and what harsh conditions govern the greenkeepers results. It would be much better for them not to reveal their ignorance of what is getting to be more and more a part of the professional's duties—an understanding of the details of course maintenance. But as long as we have golf we will have alibis and one will run across star tournament players who can out-alibi the rankest dub, but fools no one except himself. I might remind Mr. Langton that some of the most violent and weakly founded criticism of golf course conditioning is expressed by greenkeepers. That will exist as long as human nature remains the same, so the greenkeepers and professionals haven't much reason for exchanging criticism on this basis.

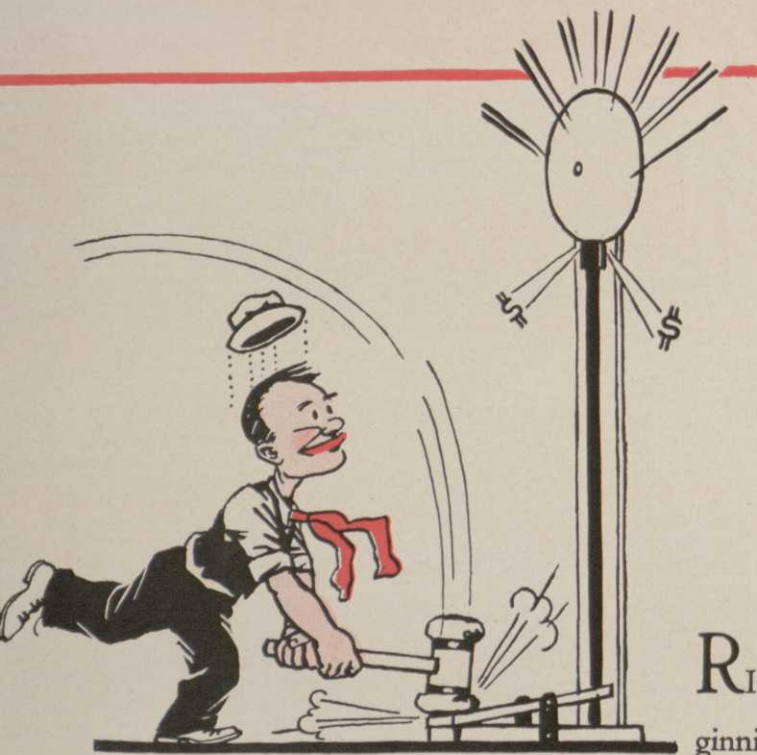
But, to show that my comment is given in the friendliest spirit and between two men with the same ambition of helping the game, I want to pay tribute to the California greenkeepers' influence on eastern course conditioning. This influence has swept eastward through the professionals who have played over the courses that Mr. Langton's fraternity maintain. These pros have brought back tales of fairway sprinkling, cocoos bent, ingenious conditioning devices and other methods and means employed by the Californians in their work. The nomadic professionals have lauded the California courses to the extent that the courses in the central and eastern states have been quick to adopt many of the splendid ideas having their origin on California courses.

As one of the central states professionals I will add my public tribute to the work of maintenance done in California.

PRO SHOP
PROFITS



Let's Ring the Bell
This Year



-- by co
profit

RIGHT NOW at the beginning of the year you can do a lot toward assuring yourself a healthy profit from your pro shop sales in 1932. You can really “ring the bell” if you concentrate the sales effort in your shop on *profit* merchandise.

Business—which means the same as money in the pocket—is not going to beg anyone to make a profit, but you can and will get your share if you go after it in the right way. Assuming that you want to make money in 1932—and who doesn't—here are our own sound suggestions for pro shop sales.

First of all, you'll find selling really hard work if you stock golf equipment in your shop that is sold elsewhere at cut-prices. That's right, isn't it? Another thing for sure, you probably can't sell all of your players golf equipment that costs the same. Therefore we emphatically suggest that you make one important decision right now

Concentrating on the merchandise—!

and stick to it. It's just this. Stock *profit* merchandise, of course, we mean Hagen Products. Sell golf clubs and balls that will be sold elsewhere at one uniform price. Do this and eliminate the hazard of cut price competition. After you've decided to sell golf equipment in your shop that will bring you a profit, then stock this merchandise in a sufficient range of prices to meet the requirements of all of your players. Try not to let a single sale slip out of your shop because you haven't the right merchandise at the right price.

Pick golf equipment that is properly designed, carefully manufactured and sold at uniform prices. Sell this merchandise in a balanced and complete price range. Do this, we say, and you'll be taking tremendous strides toward assuring yourself a nice profitable business in 1932.

Go after your share of the profitable business. Sell Hagen Products—the *ultra in golf equipment*.

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PROBABLY you helped in the tremendous sales increase of the Hagen ball during 1931. The increase is worth talking about a little. During the last year the Hagen ball showed an increase in sales of 200 per cent. Three Hagen balls sold in 1931 to every one ball in 1930. You'll probably agree with us it was a great ball in the light weight. It must have been to be given such an overwhelming stamp of approval. Well, if that was a good ball, the Hagen in the new weight is even better. And if advance indications mean anything, you'll sell twice as many Hagen balls this season.

So we've dressed the Hagen golf ball in a new box as illustrated above. The top folds back to form a permanent display card at the back of every box. Your 1932 shipments will be packed in this new container and we hope you like it.

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