

This is the BAR THAT BRUNSWICK BUILT

This is the Bar
That Brunswick built.



*Locust Buffet, Gus Kurth, Proprietor, 1009 Locust St., St. Louis, Mo.
After remodeling*

This is the beer
That flowed over the Bar
That Brunswick built.



This is the crowd
That drank the beer
That flowed over the Bar
That Brunswick built.



This is the club
That's thriving today
That owns the box
That bulges with money
That came from the crowd
That drank the beer
That flowed over the Bar
That Brunswick built.

AND BEFORE REMODELING

This was the taproom so old and
staid
That meager profits seldom were
made.



Locust Buffet—Before remodeling



This is the box
That bulges with money
That came from the crowd
That drank the beer
That flowed over the Bar
That Brunswick built.



This is the salesman
That Brunswick sent
That sold the club
That's thriving today
That owns the box
That bulges with money
That came from the crowd
That drank the beer
That flowed over the Bar
That Brunswick built.

Consult Brunswick experts before you decide upon any service fixtures. Brunswick fixtures, furnished from stock or specially designed to fit your needs, assure maximum returns with minimum overhead. Write today for booklet on service fixtures—also special information covering requirements on billiard and bowling equipment and squash courts.

THE BRUNSWICK-BALKE-COLLENDER CO.

623-33 SOUTH WABASH AVENUE, CHICAGO, ILLINOIS—ESTABLISHED 1845
BRANCHES AND DISTRIBUTORS IN PRINCIPAL CITIES OF THE UNITED STATES





18th Annual Meeting
Professional Golfers Association of America at the
Morrison Hotel, Chicago, Ill. November 20th 1934

Burke and
Koretke
PHOTO

Left to right; front row: Dave McKay, Pittsburgh; Fred Brand, Pittsburgh; Dan Goss, Birmingham; Chas. Hall, Birmingham, honorary pres.; Jack Martin, Tacoma, vice-pres.; R. W. Treacy, Milwaukee, secy.; Geo. R. Jacobus, Ridgewood, N. J., president; J. B. Mackie, New York, treas; W. Maguire, Houston, vice-pres.; Jas. Anderson, Pontiac, Mich., vice-pres.; Tom Boyd, New York, vice-pres.; Jim Wilson, Chicago; Clarence Hackney, Atlantic City.

Second row: Martin Higgins, Fall River, Mass.; Jack Forrester, Hackensack, N. J.; Fred Henwood, Seattle; Geo. Norrie, Macon, Ga.; Geo. Crist, Buffalo; Marty Walsh, Omaha; Capt. Chas. Clarke, Cleveland; Miss Meredith Mielke, New York; Bert Way, Cleveland; Mrs. Irene Blakeman, Chicago headquarters; Neal McIntyre, Indianapolis; Al Nelson, Philadelphia; Joe Dahلمان, Tulsa; Elmer Biggs, Peoria; J. A. Patterson, Los Angeles; A. R. Gates, general counsel.

Third row: R. Guy Martin, Kenosha, Wis.; Lewis Meyers, Providence, R. I.; Steve Holloway, Albany N. Y.; Wendall Kay, Niagara Falls, N. Y.; Chet Irwin, Haworth, N. J.; Ed. Valentine, Detroit; Claude Whalen, Ft. Worth; E. Newkirk, Chicago; Alex Pirie, Chicago, honorary pres.; Dewey Longworth, Oakland; Harold McSpaden, Kansas City; Orville Chapin, St. Paul; Al Collins, Kansas City; J. B. Sloan, Racine, Wis.; John Inglis, New York.

Absent from picture were John Farrell, Shopt Hills, N. J.; Stewart Boyle, New York; and Capt. Chas. Perkins, Hartford, Conn.

PGA ENTERS BIG BUSINESS STAGE

Annual Meeting Shows Organization Is Growing Stronger Every Year

IT MUST have been a great disappointment to the management of the Morrison hotel in Chicago when delegates to the 18th annual convention of the PGA, scheduled for November 20, 21 and 22, started to pack up and go home on the evening of the 21st. That was a full day earlier than was expected, so if the Morrison management is in the habit of banking on futures, it had to swallow several hundred dollars' loss in room rentals. President George Jacobus and his staff ran the proceedings like clockwork and saw to it that no delegate, impressed with his ability as an orator, took up too much of the convention's time wandering in forensic fields removed from the subject at hand. This efficiency permitted all business to be finished a full day ahead, which is why the hotel headquarters took the loss above referred to.

On second thought, the hotel didn't take it on the chin so much after all, because Tom Boyd arranged an unprogrammed dinner in honor of Jacobus, and over 100 delegates and prominent golf officials attended.

Looking over the box score of the convention gives one the conviction that the pro organization is doing a first class job of handling the third stage of the professionals' development. The first period of the PGA history was devoted to getting the boys organized. The pros then were teachers, missionaries and bench craftsmen. The second stage was in getting esprit de corps aroused and stirring up recognition of pro business possibilities. The present stage is that of getting educated and organized to control wisely a big business.

George Jacobus suffered the honor of again being elected president. The kid's volume and character of work for the pros has been such that all of the fellows have wondered how he could get it handled, but he has and can rejoice in having been right more times than he has been wrong, which is the best break anyone can expect. When the Jacobus boy has been wrong it has been when he has been trying to do something for the pros and not simply

standing by. That's another long count in his favor. The pros and Jacobus both are lucky in having George at a club whose officials and members taken keen interest in pro advancement, otherwise there could not be devoted to the presidential job all the time and effort George has given to it.

The official family of the PGA remains about the same as it was last year with one exception: Jimmy Anderson of Michigan replaces Jim Wilson of Illinois. Wilson is a veteran national and state official who has sweat and worried his trick at the wheel and earned the vacation he tried to get from this work last year. Jimmy Anderson is one of the keenest and most successful of the younger Scotch laddies in the pro game. He's no stranger to national PGA affairs.

Cash Position Fine

The amazingly good condition of the PGA treasury despite the raps taken by the benevolent fund is a tip-off of excellent management of the association's affairs. Jack Mackie as perennial treasurer of the outfit can be credited with taking the PGA through the depression in better fiscal shape than probably any other organization of similar character in the country. The ball deal last year, of course, was the big answer. The PGA treasury got more dough out of that ball deal than could have been made by any of the co-op buying experiments the boys have discussed at stein-spotted conference tables. This year the ball deal calls for a sliding scale of discounts for the individual pros, based on quantity purchased. The rebate is split between the individual pros and the PGA headquarters exchequer so the fellows have the answer to their plea for a deal that will help them pay their association dues and Mackie, the watch-dog of the PGA treasury, sees prospects of enough jack coming in to permit energetic functioning of the 1935 Jacobus administration.

The ball deal with the manufacturers bases the refund on "advertising," which has caused some of the smart pro gentle-

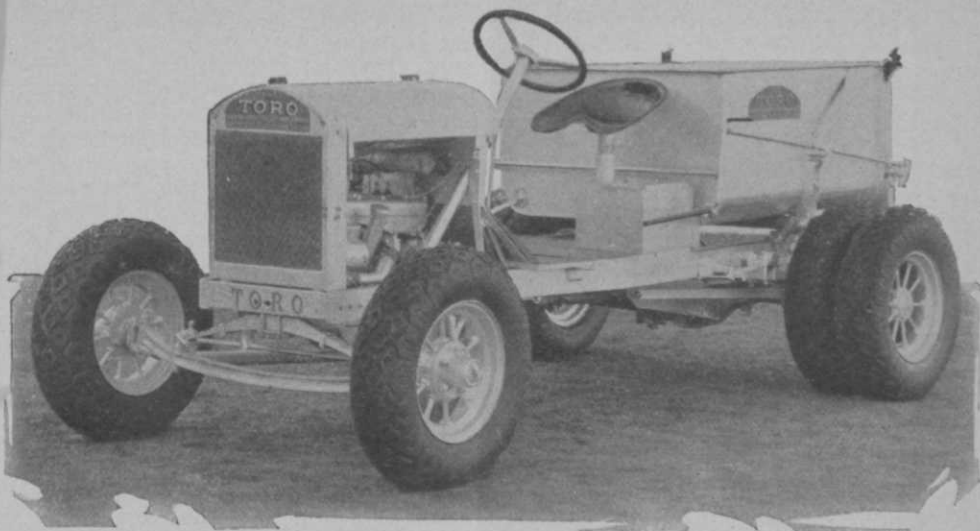
TORO ROADMASTER

NOW you can cut the rough quickly and cheaply with this new and sturdy sickle bar attachment. Easily attached to Toro Master Tractors and interchangeable with gang mowers in twenty minutes.

Speed range up to fifteen miles per hour

**Write for
Descriptive Circular**





Rubber Tired Wheels will be the choice of wise Superintendents in 1935

IN 1933, ten per cent of all Toro Tractors went out on Rubber Tires. In 1934 over fifty per cent were rubber equipped. In 1935, present indications are that three out of four Toro Tractors will go into service with pneumatic wheel equipment.

What is the reason for this trend?

The reason is that pneumatic tires are softer, more resilient, and quieter than any other type. There is less vibration and consequently longer life for the tractor. Speed is increased and gripping traction is preserved.

Toro Master Tractors are equipped with special tractor tires. Regular automobile type air wheels are not satisfactory because they lack sufficient grip to negotiate steep hills. Tractor tires are built specifically for tractors and have plenty of traction without slippage.

If you are interested in tractors, write us today for a new catalog which tells about the new 1935 improvements.

TORO MANUFACTURING CO.

3042-3168 Snelling Avenue
MINNEAPOLIS, MINNESOTA



men to again refer to how the former individual refunds in the shape of free balls to pros "for advertising" were muffed. An idea of the free balls was that the pros would pass out a free ball now and then to members, which would have been a great stunt for beating out the store ball business and making friends for pros. But, the comrades point out, the balls thus received were sold instead of being given away—at least to a reasonable extent as samples—and eventually the boys beat themselves out of an "advertising" allowance in this shape.

Report of the publicity committee of Lou Myers, Doc Treacy and Elmer Biggs, the latter chairman, forecast the employment of a full time publicity man for the PGA. The committee called attention to the present and future possibilities of golf market development through golf instruction to school kids.

Ask Trade-Ins to Hike Volume

Comment on this report indicated that expansion of the school field might mean logically an increase in positions available for pros and consequently easing up of the strain on the association funds for relief of out-of-luck members. The hunch looks interesting because what the pros want is work and not charity. In some localities pros are taking old clubs as trade-ins on new sets and either giving these turn-ins away as prizes or selling them at dirt cheap prices to school kids or munny golf players. Since that publicity committee report has had a chance to sink in some pros have been discussing the chances of the PGA working out with the manufacturers a trade-in proposition that would dump out of the members' bags the clubs that have been in use for eight to 12 years and put these implements in the hands of school kids who have plenty of munny and fee course facilities available but no clubs to play with.

The PGA championship was expanded to qualify 64 players, instead of the 32 who previously made the grade, and in order to assure the best possible field for the event, no sectional qualifying will be required from members of the Ryder Cup team, the National Open champion, or the eight quarter-finalists in the previous year's PGA championship. The job of working out details of the event was left to the executive committee.

A warning against gambling elements

from the outside was sounded. The wagering gentry have designs two ways on the pros. They make books on the tournaments, thus using the pros in taking money from the public, and then they set up wheels and other instruments for proving you are wrong so the pros can shoot their dough during the championship evenings. The pros seldom bet on themselves during championships and when they do, only wager small amounts. They want their competitive business kept free of the bookies.

Class-A Filling Up

By provision of the PGA constitution, an initiation fee of \$25 becomes effective as soon as the Class-A membership reaches 1,200. Delegates were instructed to notify their sections that the present count on this class is 996, which means that only 204 more Class-A can join the association for dues alone. The close approach to Class-A capacity is indicative of the growing strength and national unity of the PGA.

At a meeting of the executive committee, following the last meeting of the delegates, President Jacobus appointed Alex Pirie to be chairman of a new "Pro-Greenkeeper Committee." Alex's job will be to make available to PGA pros a complete education in greenkeeping and course architecture. Thus, the committee expects to put the pro in better position to cooperate with the greenkeeper in working out greens problems, making the pro's services of greater value to his club.

Wistful, but entirely unofficial, hopes are being expressed for the elevation of a pro to the USGA executive committee. The pros figure that they are able to contribute something to the USGA work for the good of the game and by their individual and association conduct have identified themselves as qualified.

Pro intimacy with the playing conditions of the game, both among pros and amateur members, gives pros a position of authority in this division. However, despite all the howls against the antiquated stymie which were registered at the PGA championship, the convention took no action on the matter. Popular opinion is against the stymie and it's seldom played except in the major match competitions, but the players vainly await some official action ruling out this detail.

Tommy Armour's

GREATEST TRIUMPH



The Iron Master now designs the first golf clubs to bear his name. Built under his personal supervision. To be sold through pros only.

Tommy Armour, the greatest iron player of all time has now put his own ideas of golf club construction into concrete form. The result is good news for pros everywhere—a new line of clubs designed as only Tommy Armour could design them—built as only Macgregor could build them—*sold through pros exclusively.*

Just wait until you see these clubs! They have eye appeal, swing appeal—everything. They're built to Tommy Armour's exact specifications right down to the smallest detail.

TELEPHONE LAKAWANNA 8676
Medinah Country Club
 MEDINAH-ILLINOIS



October 8, 1934

Mr. H. B. Canby,
 The Crawford, McGregor & Canby Co.,
 Dayton, Ohio

Dear Mr. Canby:

I was very pleased with the fair terms of our agreement and most agreeably surprised at your Superintendent's ability to put into concrete form my ideas of perfect wood and iron clubs.

Further along the lines of our conversation, I shall want a clause in our contract pertaining to sales outlets on MacGregor Tommy Armour Clubs. I would suggest something along the following lines:

It is understood that golf clubs of my design and bearing my indorsement may be sold only to golf pros, and in no instance may be sold thru stores or other retail outlets, or wholesale outlets who might have retail connections, but strictly to the golf pros thru your own direct sales force. Any equivocation whatsoever will render the contract void and nullify your right to manufacture clubs of my design.

If you will put this clause into our contract, I shall be very happy to sign it and sincerely hope this is the beginning of a successful and happy relationship.

Yours sincerely,
Tommy Armour
 Tommy Armour

Here's a line of clubs to which both Tommy Armour and Macgregor are proud to affix their names. And the margin of profit gives every pro who sells them a chance to make real money. Write us for full details. The Crawford, McGregor and Canby Co., Dayton, Ohio.

MACGREGOR—TOMMY ARMOUR CLUBS

Sold through Pros Exclusively

"...O'SULLIVAN



WAS RIGHT"

WE TAKE our text on Spalding Bobby Jones Cushion Neck Irons from Humphrey O'Sullivan, inventor of the rubber heel.

Mr. O'Sullivan reasoned that hard leather heels transmitted every shock of impact—worrying the nerves and sapping vitality. So he produced the *rubber heel*—a heel that *absorbed* the shocks. And millions of pavement-pounders said "O'Sullivan was right!"

A parallel in golf clubs

The difference between Bobby Jones Cushion Neck Irons and other irons is basically the difference between rubber heels and leather heels.

The usual irons transmit the full shock of impact from the clubhead through the steel shaft to the fingers. And most fingers can't "take it." They tire...lose their delicacy of touch.

But the Jones cushion neck construction *absorbs* the jars...*saves* fingers and nerves.

Here's why: Between the clubhead and steel shaft there's a rubber sleeve, an exclusive Spalding patent. By taking up the

shock... and the vibration... that rubber sleeve removes the sour feel—gives the Jones Cushion Neck Irons the *sweetest* feel ever known in a club. It does away with finger-fatigue.

Makes for greater accuracy, too

This cushion neck construction, alone, turns these brilliant Spalding irons into the least fatiguing, most deadly accurate golfing weapons ever produced. The *most accurate* because it gives controlled, or uniform, torque—and the clubhead lies a fraction of a second longer against the ball, increasing the time limit for the instinctive adjustment in direction that almost invariably takes place.

But that's not all. For Bobby Jones Irons with cushion neck construction now come equipped with the new Jones Form Grip, another definite contribution to comfort... and to better golf. It, also, is an exclusive Spalding patent.

These are but two of the many features that make these superb clubs so easy to sell. We suggest that *you* put them to work, for your own profit.

A. G. Spalding & Bros.

ROBERT T. JONES, JR., GOLF CLUBS

Cushion Neck • Jones Form Grip

PROS MEET

200 Discuss Tourney Details and Publicity — Dutra Heads Tournament Committee

MORE than 200 pros met at the Miami-Biltmore hotel the evening before the Biltmore open began in the largest pro meeting ever held and went over the signals with George Jacobus, president of the PGA.

The meeting was engineered by Tom Boyd, a vice-president of the association, who is doing missionary work for the organization among the pros who visit Miami during the winter. Boyd reported that 20 new members were signed up at Miami.

Restricting sectional open tournament entrance to PGA members was discussed at the meeting. The idea was approved by George Hammond, speaking for the Miami-Biltmore people. George remarked that a few exceptions were made in the present tournament but it looked like something worth considering if the PGA was willing to accept full responsibility for its members. The pros themselves brought up the idea of disciplinary action on their members in a manner that would warrant tournament sponsors restricting fields to PGA men.

There was comment on the \$15 entry fee at Miami-Biltmore. Some of the boys figuring that if the idea of the tournament was to attract home club pros who had only an outside chance of prize winning, the \$15 rap was stiff.

Method of selection of the Australian team was questioned and explained. A point brought out in this connection stressed the wisdom of promising younger pros joining the PGA. Laffoon, a new member, cashed in on his membership and playing ability with a great journey.

Bob Harlow spoke on the necessity of the PGA being the clearing house for tournament dates and told the boys what the tournament bureau was up against, trying to supply good fields to both California and Florida during the winter sessions. The difficulty is emphasized by the players wanting to give all tournament sponsors a good deal. As Johnny Farrell pointed out, the players must have a proper appreciation of the fact that the folks who put up the money deserve all pro cooperation possible.

Olin Dutra was named chairman of the PGA tournament committee. Other members of the committee as announced by Jacobus are: Craig Wood, vice-chairman; Gene Sarazen, Walter Hagen, Leo Diegel, Wiffy Cox, Horton Smith, Paul Runyan, Bobby Cruickshank, Harry Cooper and Al Espinosa.

Announcement was made of PGA championship qualifying round plans involving the award of \$2,500 for sectional qualifying scores.

The Jones Masters' tournament in 1935 will be for 55 invited players to which will be added the five players not on the invitation list who make lowest scores in the ten leading winter tournaments from Miami-Biltmore to Pinehurst. Harlow gave out this information at the Miami-Biltmore meeting.

Walter Hagen was acclaimed by his comrades in the cause, who spontaneously jumped to their feet after Walter had given the boys some of his genial line and advised them not to be alarmed about some idea being for the good of either the tournament players or the home club pro businessmen. If any idea will do the whole game some good, Walter said, selfishness of any faction in pro ranks is just plain dumb.

The boys were somewhat divided on publicity policies. Some of them advocated keeping their meetings closed to newspapermen while others spoke for a vigorous and open publicity policy, maintaining that if the pros had anything to be hidden from the newspapers it was the fault of the pros. More oratory than judgment and facts figured in the needless handling of the subject. However, it became evident a couple of days later that some pros are at sea on publicity when the suggestion of pro censorship of a news story on a revision of the Miami-Biltmore class A prize money stirred up slapping between two good guys—a pro and a newspaperman. The two concerned traded pokes and then made up and forgot like good boys.

Without the little debate with the paws on the place of censorship in news, the revision of the Miami-Biltmore prize money would have been worth a few lines—if anything—in the sports sections. But with punches being slung it made a story most newspapers were quick to play up in the absence of much action among the regulation boxers.