

Players *mean* Profits

... but it takes a well-conditioned course to get both.

GET YOUR COURSE IN CONDITION—NOW!

**You can do it
Better • Cheaper**

**and Quicker with these proven
SUPPLIES and EQUIPMENT**

MOWERS:

WORTHINGTON MOWERS. The World's Standard in Golf Mowing Machinery for Fairways — Greens—Tees. Quintuplex—Scout Overgreen—Lawn Tractor.

EQUIPMENT:

Tractors, Mowers, Seeders, Discers, Spike Discs, Soil Shredders, Cutters, Flags, Poles, Cusps, Rollers, etc.

FERTILIZERS:

Swift's Special Golf, Milorganite, Ammonium Sulphate, Nitrate of Soda, Superphosphate.

INSECTICIDES and PREVENTIVES:

Eradicators for any pest. Semesan, Nugreen, Arsenate of Lead, Calo-Chlor, Calomel, Corrosive Sublimate, Red Arrow Sprays, Diworma.

GRASS SEED:

Now's the time to order Kentucky Blue Grass, Recleaned Red Top, Chewings Fescue, Poa Trivialis, Seaside Bent, Fairway—Greens—Rough Mixtures.

These are but a few items of a complete stock of proven supplies and equipment listed in the New JOHNSON CATALOG. Send for your copy today!

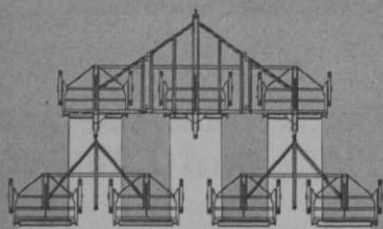
Each day's delay may cost you play—and profits. Order now—prices are right—service is speedy.

J. OLIVER JOHNSON ^{INC.}

World's Largest Golf Course Equipment House

940-960 W. Huron St., Chicago, Ill. Phone Monroe 6580

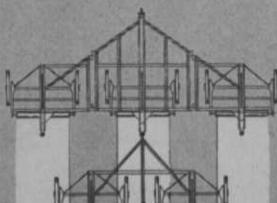
Worthington Mowers



COMBINATION 3

MULTIGANG
CUTS

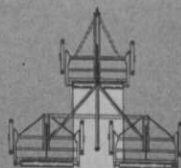
← 16 FT. →



COMBINATION 4

QUINTUPLEX
CUTS

← 11½ FT. →

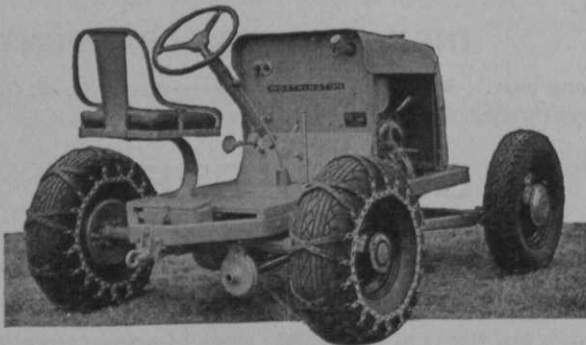


COMBINATION 1
TRIPLE
CUTS

← 7½ FT. →

Here you are. See for yourself the swath the three main Worthington gang-ups cut. A gang of 3, cuts 7 feet. One of 5, cuts 11½ feet. The multigang or 7 mower, cuts 16 feet.

Worthington spot-welded gang-up frames, have advantages no others have. The tractor goes 10 miles an hour on half a gallon of gas. Send for circular answering all your questions, and a lot of others besides.



The Worthington Tractor is Ford Engined. This year's model has a new differential which we absolutely guarantee will stand the gaff. If it doesn't, we will. That's surely fair enough. The 9 x 13 air-wheel tires prevent packing. They pad softly along over the turf like a cat.

Main Office
Stroudsburg,
Pennsylvania

Worthington
Mower
Company

Sales Agencies
in all Principal
Cities of U. S. A.

Worthington Mowers

How to Get 2 Years and 3 Months More Wear From Your Mowing Outfit

SUPPOSE you now have a Triple or 3-mower gang-up with your tractor. Suppose we come along one of these fine days and say: You are losing money by not making it a 5 or a 7 gang-up. Then you come back at us good and fast, with: "PROVE IT." All right, say we, here are the main facts:

3 Mower Units

The average 18-hole golf course is said to contain 75 acres of fairway. By using a triple gang Worthington Mower and Tractor, it will cut a swath 7 feet wide and 10 miles long every hour, on half a gallon of gas. Nine hours cuts all the 75 acres.

5 Mower Units

If two more Mowers are added you cut off 30 miles of tractor travel and reduce the cutting time from 9 to 6 hours.

7 Mower Units

By adding another two Units making a Multigang of 7 mowers, the tractor travel is cut to 40 miles. And the six hours to four and a half.

Reduced Wear Costs

Now let's look at the wear and tear savings. Whatever wear might take place on the tractor and mowers at the end, for instance, of 12 months' service, would not show on the Triple combination until approximately a half year later. On the 7 Mower or Multigang not until 2 years and 3 months.

Send for special catalog telling about all the other many outstanding savings you can make with the Worthington Outfits.

Main Office
Stroudsburg,
Pennsylvania

Worthington
Mower
Company

Sales Agencies
in all Principal
Cities of U. S. A.

"Forgotten Men" Remembered; Goldoni Latest to Be Honored

OSCAR GOLDONI, greenkeeper at the Lido CC (New York Met. district) has been honored with a silver plaque given by the Lido golf committee in recognition of the excellent work he has done in course maintenance.

Lately it has begun to appear that clubs are recognizing the ability, performance and fidelity of their greenkeepers. Frank

his club with a gold watch and a formal expression of thanks for his long service at a ceremony GOLFDOM described several issues back.

Now Goldoni joins the charmed circle of the honored ones.

The Lido executives and players will tell you that the reason for Goldoni's success and high standing at the club is because he handles his job like a business man in charge of an essential department of a big business should, and without being conscious of making an impression of his responsibilities lets the members know by his works, reports and appearances, that he is the right executive for their course operations.

Let Goldoni tell you something of his operations:

"The course is situated on an island surrounded by ocean and channel and has a very unique layout. It is built on beach sand and clam shells and is one of the most natural golf courses in the country.

"Most of the members have courses in their own neighborhood but still they travel the distance of 25 to 40 miles to play at Lido. Members come from New York and New Jersey and I know that they take great pride in the excellent condition of the course. Naturally, knowing that, I do my very best to please them. They in turn appreciate my services.

"The green-chairman and club officials from the very start have shown great confidence in me and have given me free rein in managing the course. They are men of great imagination and are always making constructive suggestions. Their aim, I know, is to make this course the best in the country, therefore, I am doing my best in accomplishing that.

Gets Right Budget

"Even in these days of depression, I have never had any difficulty in obtaining funds required to run a first grade golf course, and I use the best of material, seeds and equipment.

"I also require the very best of workmen; men who are absolutely trustworthy, intelligent and industrious. I have no fore-

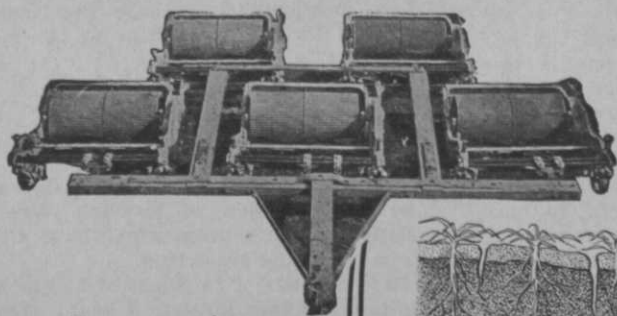


Oscar Goldoni, Lido greenkeeper, with plaque club presented him.

Wilson, prominent in New England as treasurer of that territory's Greenkeepers' club, has been made an honorary member of his home club, Charles River. This is the first time, so far as we know, that a greenkeeper has been made an honorary member of the club he serves.

There are several cases of greenkeepers having been appointed general managers of clubs, among them being the appointments of D. W. Danley at Glen Oak CC (Chicago district) and Marston Burnett at Wyantenuck GC, Great Barrington, Mass. Charles Erickson, veteran greenkeeper at Minikahda, has been honored by

The Value of ROLLER MOWING ON THE FAIRWAYS



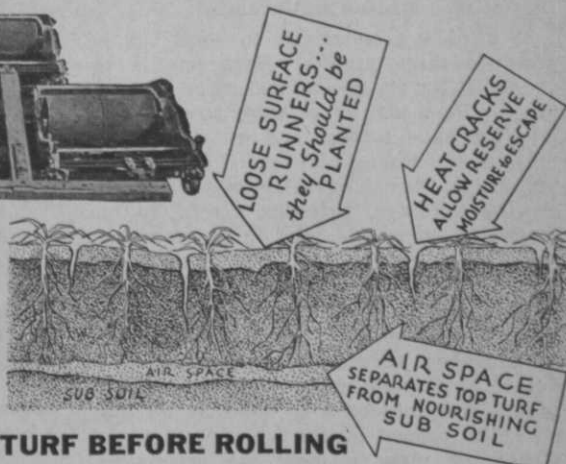
Construction Features:

(Our patents give us the exclusive rights to all ganging of Roller Type Mowers)

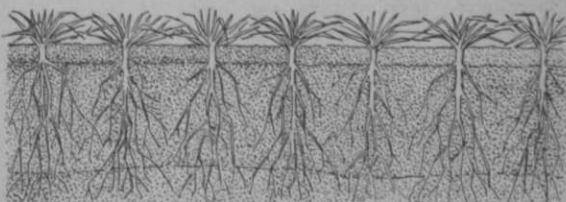
Timken Tapered Roller Bearings on Cutter. Hyatt British Tank Roller Bearings on Rear Axle. Alemite Forced Feed Lubricators. Guaranteed Non-Breakable Malleable Iron Side Frames, Gear Cover, Bed Knife Shoes and Caster Wheel Forks. Drop Forged Machine Cut Gears.

Roseman Tractor Attachment

To get the highest degree of service from mowers use the Roseman Tractor Attachment. This equipment fits on Chevrolet or Ford chassis of this year's or other recent models. Includes a powerful reduction unit, with silent gears running in oil bath, spudded steel wheels or air wheels, and a convenient dump body if desired, all at a very modest price. Makes an ideal light tractor for all-purpose work.



TURF BEFORE ROLLING



TURF AFTER CONSISTENT ROLLING

Light rolling encourages the spreading of Bermuda and Bent Grasses by pushing down loose surface runners. Here they will not be harmed by the cutters and are in a position to root themselves and start new grass units.

Heat cracks are sealed up, retaining valuable moisture in the soil.

Spongy, springy top turf is pressed down firmly on to the rich sub-soil where the roots may extract maximum nourishment.

Write today for full information on ROLLER MOWING.

ROSEMAN TRACTOR MOWER CO.

800 Davis St., Evanston, Ill.
11 West 42nd Street, New York City

ROSEMAN MOWERS

man, therefore, I cannot use men who have to be told to work. Workers who bear watching are not the ones for this job. I pay them decent wages and give them the best of treatment.

"It is essential that the greenkeeper be in sole control and give orders to his men individually. During the hot summer days I do not force my men to work under a blazing sun, because they can work in the cool of the morning and evening.

"I have 6 greensmen; to each I have assigned three greens. Each one is responsible for his greens and traps that are about. Each man must know how to regulate the hand mower and he alone must mow these greens and water them when necessary. Then I have laborers who work on the fairways, patching divots, raking traps and doing odd jobs on the course.

Up Early, Thinking

"From April to October, I believe that it is necessary that the greenkeeper be up and about very early in the morning to detect any symptom of disease that the greens are subjected to, so that he may take the proper precaution. Also, to instruct his men to mow the greens according to temperature and state of the grass. There are days when it would be disastrous to the greens, if mowed, because of the delicate condition of the grass and weather conditions. Even during tournaments I forbid my men to mow greens if conditions are not satisfactory.

"Among the members there are those who prefer the greens fast while others want them slow. This places the greenkeeper in an unpleasant position, but I generally use my own judgment because I know I please most of them by keeping the grass as I see fit so that they may enjoy it longer.

"I consider greenkeeping one of the best and most interesting of professions. In summer the keeper's job is not very pleasant, with all the responsibilities attached to it, but then in winter he isn't bound by so many duties and can take the pleasures that have been denied him in summer. I always keep in mind that the green-chairman and club officials share the praise with me, if the course is in perfect condition, but if it is not, the blame will be all mine, as it should be, because I am paid for doing the work. That is the reason that I take the suggestions of the chairman in the spirit in which they are given only. But, I believe that the ones who

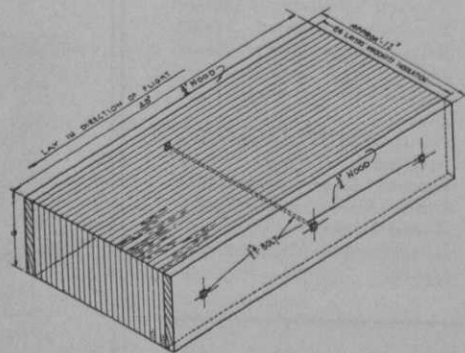
should take orders literally are the greensmen from the greenkeeper.

"In summer my duties are many, as this is one of the largest summer resorts on the coast. The recreation grounds cover an area of 108 acres. The beach is one mile long and on it are hundreds of Cabanas. We have also magnificent gardens and seven tennis courts. All work must be done in morning, because the officials are most anxious to have the members enjoy the club's facilities to the utmost degree."

Building Insulation Material Used for Tee

A NEW TYPE of tee has been designed by Chris Larsen, of Rawlins, Wyo., especially for golf courses which have difficulty maintaining grass tees.

The tee consists of 24 pieces of half-inch Masonite wood-fiber insulation board each 4 ft. long and 6 in. wide and two pieces of $\frac{3}{4}$ in. lumber of the same size. The insulation boards are placed surface to surface between the two pieces of lumber to form a platform 6 ins. deep, 4 ft. long and ap-



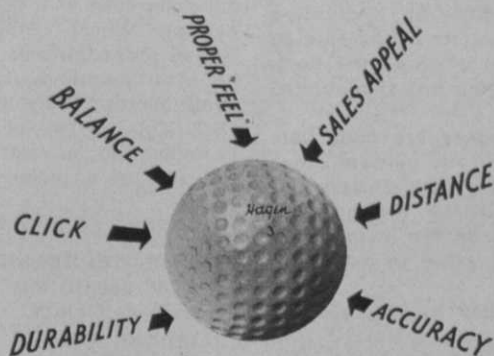
proximately 2 ft. wide, and are held together compactly by long bolts extending through the 26 pieces. The tee is sunk so that the top is level with the ground and the boards are pointed in the direction of flight.

To tee up the golfer simply inserts a tee in the edge of the insulation board. Because of the construction of the wood fibers in the insulation board, the holes tend to heal themselves. However, when the tee becomes worn, it can be turned over and used on the other side. When both sides are worn, all that is necessary is to saw off an inch or so of the top surface to put the tee into service again.

The cost is less than \$3.00.

HAGEN "HONEY CENTER"

*A Natural—
if there ever was one!*



The new Hagen "Honey Center" has everything! Distance—Accuracy—Balance—Durability!

And, from your standpoint, it has a marvelous quantity of that muchly desired S. A. — which in the case of a golf ball happens to be SALES APPEAL.

And as SALES APPEAL is nothing more or less than the ability of a golf ball to move itself off your shelves—by the shortest route—in the shortest possible time—this new "Honey

Center" produces what you are continually seeking—rapid turnover.

For, like an acrobat, the Pro who can make the most turnovers, draws down the most money.

Put the phenomenal S. A. of the Hagen "Honey Center" with its center of pure, unadulterated honey, to work for you. Join the ranks of the successful pros who, country-wide, are finding the golden Honey Center—a token of the golden profits it brings.

Write for details of our sales set-up for your territory.

THE L. A. YOUNG GOLF COMPANY, DETROIT—Hagen Products

© THE L. A. YOUNG GOLF CO.

PICKED UP IN THE ROUGH

By HERB GRAFFIS

QUICK; OR ELSE—

ANY OF THE PROS who want to be sure that their members receive **GOLFING**, The National Player Magazine, absolutely **FREE** at their homes for the remaining issues of the season—June, July and August—must send in their lists promptly.

GOLFING is exceeding its circulation guarantees each issue of its publication so much that we must cut down on the number of copies allotted for pro shop distribution to members.

Under no circumstances are club lists we receive ever used for any purpose other than mailing **GOLFING**. Club officials and pros pronounced **GOLFING** the greatest magazine they have seen for member interest and advertising value in extending pro shop service.

GOLFING is published by the publishers of **GOLFDOM**.

A limited number of lists for home mailing can be accepted by reducing the few remaining pro shop distribution allotments to the minimum, so rush your list to Circulation Manager, **GOLFING**, 14 E. Jackson Blvd., Chicago.

* * *

IT IS NICE of the Green Section not to comment in print on some of its investigations of golf course criticisms. There would be some red faces among the critics.

Not long ago a prominent player complained about bent greens, saying that they are merely "tolerated." Green Section check-up showed that this moaner's best American performances had been on bent greens. Its further investigation revealed that the player's latest big-time performance prior to his beef was concerned mostly with the rough. The Green Section found that there was some constructive criticism of the rough warranted; but about the rough the gentleman who moaned hadn't said a word.

* * *

THIS LOOKS to be a year when good teaching assistants will be worth their weight in gold on the hoof to their employers and club members. The revival of activity in instruction is something that is causing the pros to marvel.

The master pros are beginning to have

their lesson services demanded to the point where they have to have some assistants who can teach in a way that the master pro will approve as giving his members excellent value for their money and build up his own reputation as an instruction authority.

If the fellows want to consider a conspicuous case of a successful and prosperous pro whose choice of assistants has helped make himself a star for service to his club members, let them think about Craig Wood. Craig with Paul Runyan and Dick Metz as two of the boys the blonde he-venus has as assistants now rates at top guy as a picker of playing aides-de-camp.

* * *

IF THE DEPRESSION'S adversity had a sweet use it was to tighten up credit given to golf clubs.

The way some of the clubs got to unwary suppliers was shameful or pitiful, whichever way you want to look at it. Directors would authorize purchases in hope and then think nothing about paying, being content to let their successors worry.

Equipment and supply houses, hungry for business and in bitter competition, took long chances and were stung deep.

In the last few years the clubs have been more careful about committing themselves for purchases and the suppliers, of necessity, have been chary of extending credit.

Now with golf on the upgrade again, we wonder if clubs will revert to the old practice of having "we hope to pay, maybe" as one of the terms of the order?

But, after all, credit is under complete control of the seller, and the seller who hasn't learned to investigate thoroughly the past record of a club, is a sucker if he takes a blind long chance.

* * *

ROEHAMPTON invitation match play tournament, England's first big pro season of the year, warranted several conclusions said the *New York Times* correspondent.

First; despite the Americans' example the British pros remain poor putters. Carelessness or incompetence within 6 feet of the cup was responsible for the downfall of Abe Mitchell, Henry Cotton and Arthur



With microscopic precision, every TRUE TEMPER Shaft is carefully inspected. Made from the famous Molybdenum alloy steels and tempered as carefully as watch-springs.

PRECISION

Over 30 delicate operations . . . and highest grade alloy steel becomes a

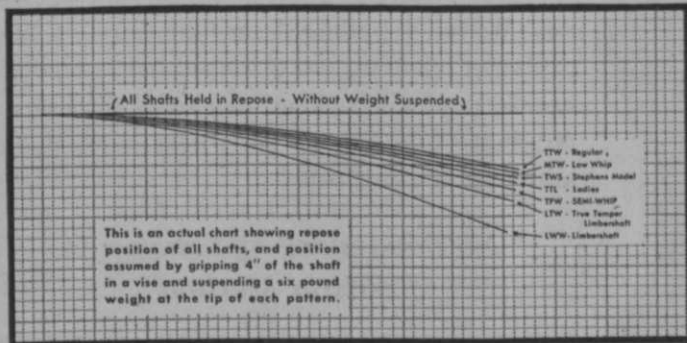
TRUE TEMPER SHAFT

IF YOU really want to give your customers the very finest steel shaft that it is possible to build, then you will always insist that your manufacturer supply your clubs fitted with TRUE TEMPER Shafts.

By exclusive precision methods, involving more than thirty delicate operations, our expert shaft builders build every essential quality into TRUE TEMPER Shafts.

A golf club isn't a golf club until a perfect shaft is fitted to the club head. A TRUE TEMPER Shaft in a club is a definite mark of quality that should inspire you in your selling efforts, making your sales job easier and profits more rapid.

THERE ARE 7 VARIATIONS AND 35 PATTERNS



● The American golfer has become a follower not only of fashions, but also an army made up of various groups and divisions, each convinced that it needs a different type of shaft for its individual style of play.

Illustrated here are the varying characteristics of the different types of shafts now standard with TRUE TEMPER — from the extremely stiff model to the lashed limbershaft . . . shafts to meet every individual requirement.

ALSO the COMPENSATOR for those who wish compensating torsional action.

THE AMERICAN FORK & HOE COMPANY • Sporting Goods Division • Geneva, Ohio

TRUE TEMPER
STEP DOWN
STEEL SHAFTS

The Truth

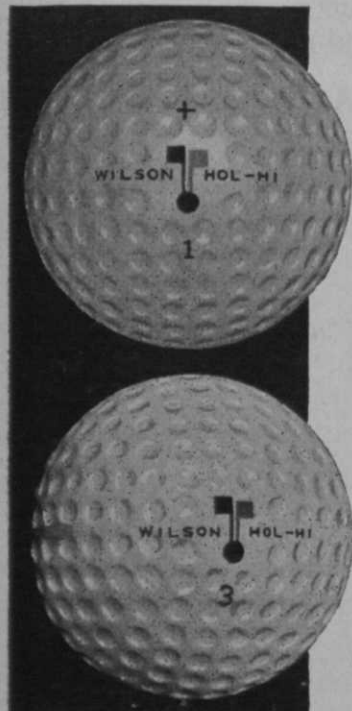
about golf ball construction

HOL-HI PLUS Thin-Cover. The final word in golf ball construction. Same fine formula that produced major tournament winnings for Hol-Hi last year but with a smaller center permitting more winding—one secret of its super distance. For the expert who demands greatest possible yardage and controllability.

Dimple...75c each—\$9.00 a dozen

HOL-HI Thin-Cover. The sensation of 1933 season—thin-cover liquid center—absolute uniformity of tension throughout. A ball easy to control and one of great distance. Firmness of winding and perfect adherence of cover to core gives fine click.

Dimple or Mesh
75c each—\$9.00 a dozen



● The golfing public has been so confused with every type of center and center treatment imaginable that 90% of the players erroneously believe that the center of a golf ball determines its distance.

What Really Gives Distance

The major factor for distance in a golf ball is the tension or modulation of the rubber wound core about the center. For this reason Wilson builds thin-cover golf balls. Golf balls with tough jackets that do not hold back or insulate the club from exerting pressure upon the vital portion of the ball, namely, the live rubber thread winding. Wilson's patented machines under their exclusive control, wind the rubber thread at a pre-determined constant tension at all points of the ball. They build the truest performance known into a golf ball.

No Deadening of Tension in Wilson Method

Wilson does not use any method of manufacture that deadens any portion of the core winding. No heating process robs the ball of its life. Consequently there is no deadened area beneath the cover to slow up the ball. Wilson golf balls are live, healthy golf balls clear through

WILSON-WESTERN SPORTING GOODS CO.