

# LOOK TO Jacobsen LEADERSHIP

★ LEFT. More Jacobsen Power Greens Mowers are used on golf courses than all other makes combined. Jacobsen mowers cut bent greens finer than any other type of equipment.

Note the patented brush attachment which picks up matted growth, allowing sun and moisture to stimulate roots.

★ BELOW. Greater mowing capacity, low mowing cost, top efficiency — that's the kind of performance the Jacobsen Rear Wheel Drive Fairway Mower delivers. Wheels inside the cutting edge means wider cutting range. Mowers do not lift in tough cutting or jump at high speeds—are adaptable to any tractor or power equipment. Hitch conversions for 3, 5 or 7 gangs — cutting widths up to 7 ft., 7 in.

Jacobsen continue to be concentrated of equipment ment ne

We n teriel t the w power design and cent er d

T ev w w in c

now, the

## IN THE MEANTIME

HELP TO SAFEGUARD YOUR COUNTRY'S AND YOUR OWN FUTURE

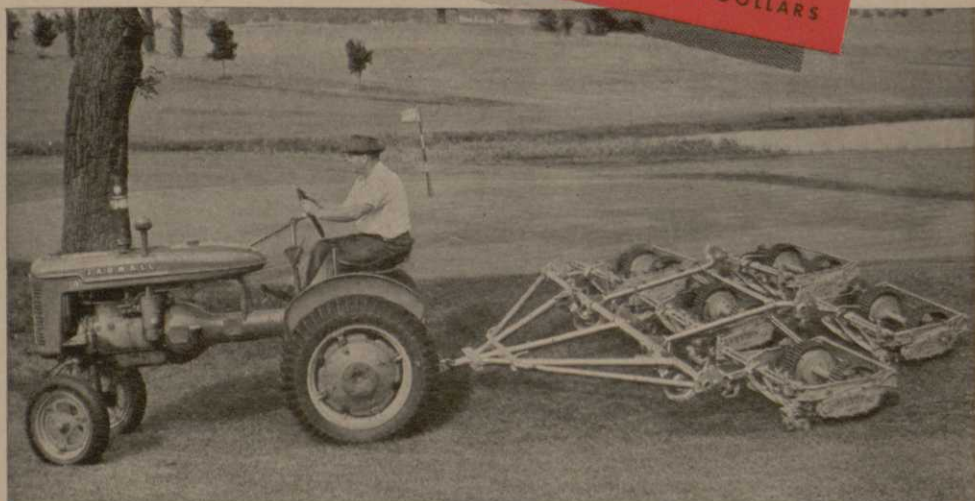
KEEP ON BUYING

★ AND KEEP

★ MORE WAR BONDS



OVERALL QUOTA — MAY 14 TO JUNE 30 — 14 BILLION DOLLARS



# SMART MARKETING - BETTER TEACHING TO BOOM GOLF



By STANLEY DAVIES  
Pro, Omaha (Neb.) Field Club

STANLEY DAVIES

**T**HE POST WAR PERIOD of World War I, brought a great impetus to golf and its momentum was only stopped when Hirohito took that sneak punch at Pearl Harbor.

When said Hirohito, and his infamous accomplice Hitler are disposed of, this game of golf will take up again not where it left off but with an even greater enthusiasm and impetus.

Golf is practically the only outdoor game that permits people of all ages to engage in competitive exercise.

As was the case after World War I, millions of returning men who had got physically fit out-of-doors turned to golf to retain this fitness. Again many of the millions now engaged in freeing the world of tyrant rule will also want to keep in good shape and for many of them golf will provide the answer.

Thus the golf profession will be faced with a big task in the years that lie ahead. It will be a task for which every pro should fit himself. Being a fine player and teacher are not the only necessary qualifications for a successful pro.

Essentially the pro is a business man and that embraces all that the word implies; service, executive ability, leadership. In short, the pro must be a merchant with sound principles which make for a harmonious relationship with his club members. If he is possessed of these attributes and keeps them in action he will survive the perils of changing conditions the postwar period will bring to golf.

From the pro-manufacturer viewpoint I would like to make a criticism. It's obvious that there must be a variety of qualities to justify a price range and to fit the pocketbooks of the customers. But the manufacturer in the low price range golf clubs should carefully watch the type of merchandise he puts out in that field.

All too often do we see golf clubs that bear names of celebrated pros sold in the low range field that are far from conducive to good golf. They lack balance, shafts are too heavy and stiff, the leather on their grips are too slick and they

possess many other defects that seriously reduce the value of the pro's reputation for sponsoring good playing equipment.

Now who is the fall guy in these cases? First, there's the purchaser who usually can't afford better merchandise, and who because of poor clubs that fail to improve his game becomes discouraged and in many cases quits. Then there's the manufacturer, who through short-sightedness has lost a customer who might have gone on indefinitely purchasing golf equipment.

Would it not be wiser for manufacturers to put a floor under prices for their cheaper merchandise and one that wouldn't permit the error of making pro names of low value? I believe it can be done, and it should be done. The player may have to purchase fewer clubs to start with in pro-name merchandise, but both player and manufacturer will be benefitted in the end. Or is the answer in educating the golfers on what they should buy?

As for the top line merchandise I have no criticism. The pro can thank the manufacturer who puts out that kind of goods. Golf's popularity owes a lot to them.

I would like to offer advice to the younger pro who is coming into the field. He will find that there is a demand for the products of our top manufacturers, so he should not permit himself to be subsidized by any one firm. He will soon learn that a display of the leading brands will increase his business. It will offer an opportunity to make a choice, and competition is still the spice of the business field.

I'm sure there is a great need for pro education, and the PGA is the logical and responsible organization to do this work. The ones to undertake this should be members with long experience who still retain that enthusiasm so essential to the club pro.

From the playing pro standpoint; that our leading pros have done a beautiful job since World War I and are continuing to do so despite the fact that so many of them are in their country's service, as were many of us during the last war.

Our top playing pros are the trail

# Don't risk a run on your ball bank



**WARNING!** Again we caution pros not to be misled by the latest rumors that new golf balls will soon be available for civilian play. . . . The Army and Navy already have ordered a great majority of the comparatively small quantity of balls possible to make from the limited amount of synthetic rubber released. . . . Additional Service orders are being received and they will continue to be filled first—there need be no misunderstanding about that. . . . By the time the Service branches get theirs the season will be gone and with it the players' fond hopes of getting new golf balls.

There must be no let-up in the collection of used balls. . . . Don't run the risk of a run on your golf ball bank. . . . To make your ball supply last through this season you must insist that your players deposit their used balls when they withdraw reprocessed balls.

1945—WORTHINGTON'S 41st Year DEVOTED EXCLUSIVELY TO MAKING GOLF BALLS

**THE WORTHINGTON BALL CO.**

**ELYRIA, OHIO**

**WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER**

blazers for they are out in the limelight. The well-deserved publicity they have received and the friends they have made for the game have been a great force in the promotion of golf.

As for pro teaching, the PGA is on the right track in its standardization of the golf swing as was shown in a big way during the 1944 PGA convention. So much so that when the topic of conversation turned to the golf swing the meeting had to be finally called at 7 p. m. after lasting three hours, including the showing of films of the country's golfing greats in slow motion. These reels will be available to PGA members when film can be had for copies.

Many a pro would have given much to have been at that convention, and to have heard and seen that great golfer and president of the PGA, Ed Dudley, demonstrate the correct method of gripping the club. Frank Walsh also gave a fine analysis of the swing as well as Willie Maguire, Joe Novak and Harold Sampson and the discussion between all the delegates was tremendously informative.

The fact of the matter is that the pros have let their hair down (at last) and are willing to discuss their views on the golf swing with other pros. And, my friends, this to me marks a first step in the right direction to standardize the golf swing. I believe a teaching program, such as transpired at last year's PGA annual meeting, should be on the agenda every year and that it should be published for everyone to read.

One of the interesting things brought out during the discussion was the fact that only two of the 60 delegates stressed the straight left arm in their papers on the five essentials of the golf swing. That no doubt would amaze the average golfer. Yet those in the business can cite many a great player, for example golfers like Billie Burke, Joyce Wethered and Harry Vardon as well as many others, who never stressed the straight left arm. There's no doubt that the left arm straightens on the down swing but evidently the pros at the convention felt that it is an effect and not a cause.

Many golf professionals have an opportunity of giving a lift to golf via radio. My radio program has now been on the air some 12 years and I think it has helped me no end for it's made me friends throughout the state. I am certain that it would keep all of us better posted if we had to write a program once a week throughout the golfing year.

Golf after World War II, has a big job ahead. There's the rehabilitation of our great fighting force, the helping of those who are ill, and the reconditioning of the civilian who has been careless about his physical state. Golf will help them all along the path.

## Veteran Greensman Eulogized in Newspaper Obituary

★ MANUEL FERREIRA, who died April 30, aged 73, at a Fall River, Mass., hospital, had been with the Fall River CC for 37 years. His death was marked by a Herald-News sports section tribute, running a full column and probably constituted the warmest tribute ever paid to an able and faithful greensman by any newspaper of the community the man served.

Part of this acknowledgment of a fine old gentleman's services to golf follows:

"Despite the handicaps brought on by his age, Manuel went through the 1944 season at the Country Club, doing his work just as efficiently as ever.

"He was looking ahead to the 1945 season but the illness which caused his death laid him low just when he should have been starting to put the greens in condition for his 38th season.

"Manuel was the guest of honor at the dinner which marked the end of another season last November and, in addition to receiving a War Bond, he heard himself praised highly for his devotion to duty and loyalty to the club for 37 years.

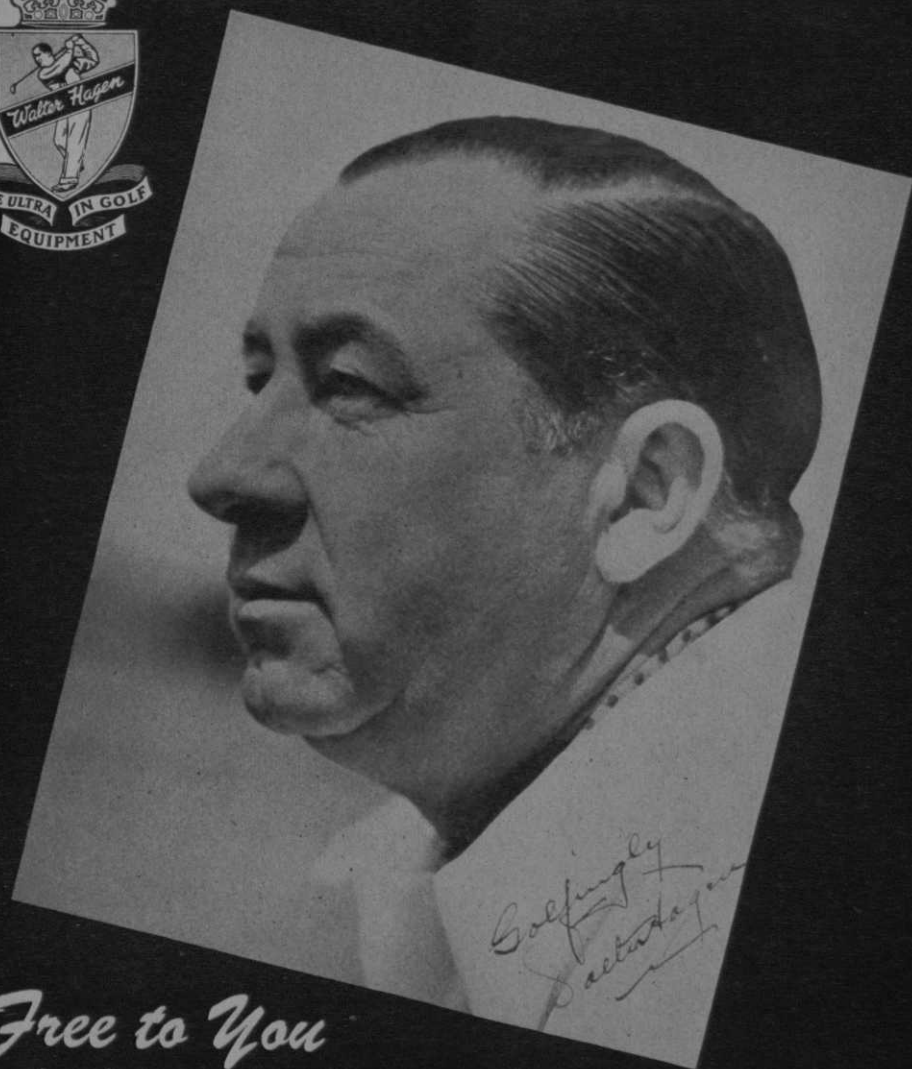
"Club members went out of their way to make the 1944 season the happiest of all for Manuel. They admired the grit and determination shown by the veteran greensman who insisted on working as usual despite the inroads made on his health by advancing years. If Manuel never knew it previously, he had reason to feel assured that his efforts of many years were really appreciated when he went home after the party last November.

"Manuel worked for four greenskeepers at the Fall River CC, Jack Howard, Mike Cain, Guy West and Marty Higgins. He saw the old methods of caring for greens give way to the modern system and no one knew better than he how the demands of present day golfers compared with those of the old days. Three-putt greens didn't mean much in Manuel's early days at the club but he lived to see the exacting demands of golfers for perfect greens grow with each passing year.

"Not a 'clock watcher,' Manuel took great pride in his work and the whistle which ended the day for others didn't mean a thing to the veteran greensman. If the particular chore he was doing was not finished when quitting time arrived, Manuel stuck to his guns and didn't leave the course until his task was completed.

"Marty Higgins, pro-greenskeeper, who worked with Manuel for 28 of the latter's 37 years at the club, considers the veteran irreplaceable.

"Manuel was a loyal worker and his great contribution to golf is realized by golfers of the past and present," said Mr. Higgins."



*Free to You*

An Autographed Portrait  
of WALTER HAGEN . . .

Size 8 x 10 inches. Specify whether  
or not desired with easel back. Write . . .

**Golf's  
Most Honored  
Champion**

*Walter Hagen Golf Equipment*

L. A. YOUNG GOLF DIVISION ★ Grand Rapids  
WILSON SPORTING GOODS CO. Michigan

Back in a past that is growing dim,  
Way back in Thirty-Three,  
A tow-headed kid by the name of Jim  
On occasions caddied for me.  
He was only a slip of a 12-year old,  
A spirited, smiling elf,  
Who packed through the rain or the heat or the cold  
A bag near as big as himself.

And never a whimper I'd hear from that tot,  
Be the going ever so tough;  
Though half of my drives sliced out of the lot  
And the rest hooked into the rough,  
He'd scoot for the tangle of weed and whin,  
Or streak for the timber tall,  
And I'd always find him there with a grin  
And—"Here, sir; here's your ball."

To ease the suffering player's lot  
Appeared his one desire  
And seldom indeed have I ever got  
So much for such little hire  
A lesson there was for me and you  
To learn from that humble lad—  
He figured he had a job to do  
AND HE GAVE IT ALL HE HAD.

I read in the papers the other day  
Of a certain flying chap  
Who's been raising the very hell-to-pay  
With the (two words censored) Jap.  
He's blasted bases to smithereens,  
He's sunk half-a-dozen ships  
To strew the shores of the Philippines  
With remains of extinguished Nips.

He dares the death in the Zero's breath,  
He skims o'er the cresting flak  
(And maybe he wonders if this may be  
The time that he won't come back.)  
Month after month it has been the same,  
From Guadalcanal to Wake.  
As grimly but gaily the deadly game  
He has played, with his life the stake.

His name? Why, sure, it's the same ol' Jim  
Out there o'er the southern sea,  
Still giving the best there is in him,  
STILL PACKING THE LOAD FOR ME.  
Still keeping a single end in view  
With never a selfish thought.  
Still figuring there's a job to do  
AND GIVING IT ALL HE'S GOT.

The day will come when the fighting's done  
And the guns no longer roar;  
The fairer day when the Rising Sun  
Has set—to rise no more;  
When our brave young men come home again  
(And with them, please God, our Jim).  
And 'twill be my job and my privilege then  
TO PACK THE LOAD FOR HIM.



# PACKING the LOAD

By

WILLIAM F. STEEDMAN

(This poem first appeared in  
Steedman's column "Tee Talk",  
Seattle Times, Jan. 14, 1945)

EEK-EEK-EEK  
**FORE!**



WOULD THERE  
WERE A  
**GOLF BIRD**

Yes, it certainly would be nice to find a nest, or a box of fresh, clean new Wilson Golf Balls. But you won't do it this year. There are no Golf Birds. The only way to have freshly covered, new-looking golf balls is to continue to send in those *used* golf balls. Professionals must keep after players. Players must

dig up every last rebuildable used ball. This will be the only source of fresh golf balls for some time so keep the used balls coming to us. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

**Wilson**  
GOLF EQUIPMENT

IT'S WILSON TODAY IN SPORTS EQUIPMENT

LOOK TO THE LEADER FOR PROGRESS

This is our mark . . .

# Wilson



## Serving the boys in our armed forces

WHEN you see the famous Wilson trade mark on a piece of sports equipment, it signifies the approval of our designers, craftsmen and advisory board.

It is like the Wilson signature on an agreement—like the Government's signature on a bond—a mark of assurance in which you may have complete faith.

You will find it difficult to buy new Wilson golf clubs and balls or other sports equipment today, because the Armed Forces have first call.

The new equipment you might

have had is contributing to the physical fitness of our boys in training camps, convalescent hospitals and rehabilitation centers—and to civilian physical fitness in line with Government recommendations.

But with the coming of peace you will find the Wilson mark on many new advancements in sports equipment—perfected by our creative staff during the past three years of war. Wilson Sporting Goods Co., and Wilson Athletic Goods Mfg. Co., Inc., Chicago, New York and other leading cities.

IT'S WILSON TODAY IN SPORTS EQUIPMENT



Since before Pearl Harbor we have used millions of lines of national advertising to *sell all of America*, including national leaders, upon the vital importance of Physical Fitness to our armed forces and civil population.

In our 1945 campaign of which this is the first ad, we are preparing for peace—

Keeping the name "Wilson" and its significance, before the people.

Setting the stage for postwar business among professionals and dealers.

Building up a backlog of customers for Wilson postwar products.

Planning now for the vital place golf, and other sports, will play in upholding postwar morale.

Getting ready to meet the huge replacement market for sports equipment that the war's end will bring.

## Wilson

Sporting Goods Co., Chicago, New York  
and other leading cities

MEMBER:— *The Athletic Institute, a non-profit organization dedicated to the advancement of national physical fitness.*

• • •

*Let's all boost the "War Memorials That Live" campaign to commemorate our war heroes.*



Wilson Athletic Goods Mfg. Co., Inc.  
Chicago Plant

# PGA Acquires Own Club

**A**MBITION of the PGA to have a golf course of its own in Florida at which members could gather for their winter vacations has been harbored for 14 years. Now, after failure of previous efforts to get a course, this ambition is on the verge of realization.

The PGA is acquiring the golf course at Dunedin, Fla., formerly known as the Dunedin Isles club, and after putting the course and clubhouse in condition will operate the establishment as The PGA National GC. President Ed Dudley of the association has announced completion of arrangements for taking over the property.

The Dunedin plant has been acquired under 99 year lease entered into by Dudley and Sec. Frank Sprogell, in behalf of the PGA, and the city of Dunedin.

The committee charged with the responsibility of carrying out this project includes Chairman Fred Haas, New Orleans, La.; George Aulbach, Amarillo, Tex.; Alex Cunningham, Chicago, Ill.; Jimmy Dangelo, Muskogee, Okla.; George Hall, Ithaca, N. Y.; Eddie Kuhn, Endicott, N. Y.; Marty Lyons, Philadelphia, Pa., and Al Nelson, Ponte Vedra.

This scenic spot, lies on Florida's Gulf Coast. It has ideal temperatures and lends itself in every way to the many purposes which the PGA has in mind in acquiring an official golf club for its members and their activities and in making the facilities available for use by professional golfdom's many friends.

The course is one of Donald Ross' best. As played at present, it is 6,320 yards in length, but the tees are so placed that each hole can be lengthened 25 to 50 yards, thus making a real championship course, approximately 7,000 yards.

Even now, the greens are in fair condition, the fairways are good and the tees are very good. All can be placed in excellent shape in a comparatively short time. The course has a fairway watering system, in very good condition, with water to all tees and greens, and everything that could be asked for in the way of beauty. Future expansion has been provided for through five-year options for the purchase of approximately 90 acres of additional ground.

As a vacation spot the Dunedin site is very attractive. Lying approximately 25 miles from Tampa, 27 miles from St. Petersburg and five miles from Clearwater, with the National and Eastern Airlines, the Atlantic Coastline and the Seaboard Airline close by, it is easily

accessible and comparatively close to large centers of population, yet far enough away to insure quiet and relaxation.

Fresh and salt water fishing, quail and duck shooting, boating and all types of hunting are at the beck and call of the vacationer for the asking and an excellent bathing beach is equally handy, in addition to golf.

For the time being, there are adequate housing facilities for members and their guests within easy distance of the course. The present clubhouse, although sufficient for the time being, and very attractive, is small. Additional facilities will be required as time goes on. 250 lots of a minimum size of 60 x 120 feet, or an equivalent area per lot, will be available at moderate price, adjacent to the golf course, with facilities provided for water and electricity. They will be sold to PGA members who desire to build homesites adjacent to the course. Land is also available in the vicinity for others who desire to purchase homesites.

One of the most important items on the committee's list of "musts" is to provide an appropriate spot for the recreation and rehabilitation of the approximately 450 PGA members in the Armed Forces. Many of these boys will be returning under adverse conditions and all of them will be in need of rest and relaxation. It is the ambition of the PGA to provide these things at Dunedin, as well as the facilities which will enable these boys to pick up where they left off before returning to their former positions, if they wish to take advantage of them. Present ideas call for the construction of housing facilities for this purpose on a site adjacent to the course which has been deeded to the PGA by the city of Dunedin, and, if plans materialize, all of these facilities will be available to the PGA returning Servicemen, at no cost.

It will eventually provide both a home and resting place for those veteran PGA members retired from active work, as well as a splendid vacation center for all active members.

The club at Dunedin will be opened for service to all members of the PGA and their friends beginning July 1, and memberships are now being made available to amateur golfers by invitation from members of the PGA. They will be sold for the nominal price of \$2.00 each and will enable the holders to the facilities of the course upon payment of green fees.