

# Tru-Goose\* design makes your players hit thru!



**TRU-GOOSE iron design is the greatest advancement in producing an iron club that brings to all golfers the *hitting method of the stars.***

Its set-back head makes it easy for your players to hit down on the ball and make the ball-turf impact that gets the ball up crisply.

The Tru-Goose design lines up the shot simply, accurately and improves shot control. The set-back of the head, with relation to the grip, impels players to *hit thru the ball.*

The Tru-Goose design enables them to *play their iron shots* with the ball in line slightly back of the left foot, *as the great players do*, without body-shifting to the left with the precise timing of the experts.

Its revolutionary design *makes* the clubhead do the work.

Order Tru-Goose Irons Now! Keep them in prominent display. . . for the spotlight of player buying interest is centered on this amazing advance in club design.



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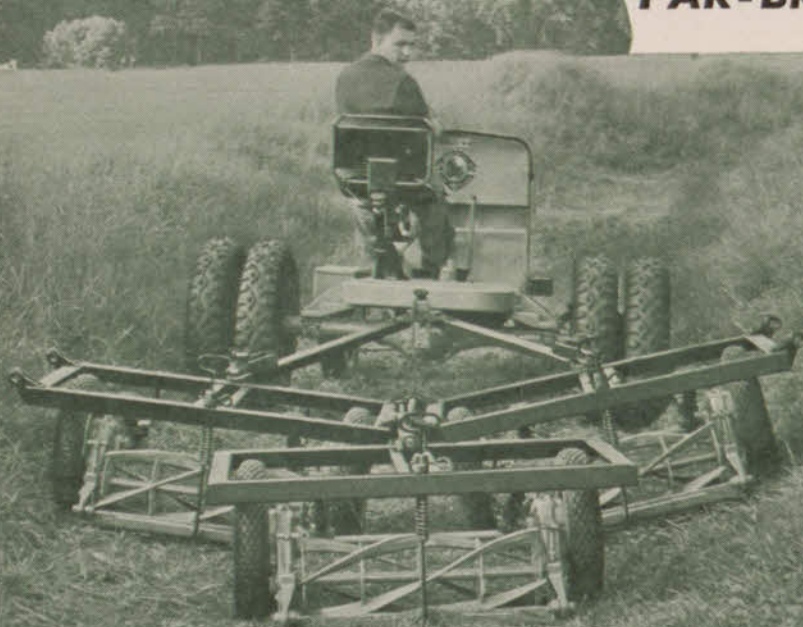
Tru-Goose design was extensively tested in use, before final approval of design and application for patents, by tournament experts and average golfers. Tests were made under supervision of Golfcraft advisory staff including Ralph Guldahl, Fred Haas, Jr., Joe Kirkwood, Bob MacDonald and Mike Brady.

*Golfcraft* Inc.  
MAKERS OF FINE GOLF CLUBS  
1700 W. HUBBARD ST.  
CHICAGO 22, ILL.

TRU-GOOSE IRONS and WOODS are precision-made by GOLF-CRAFT in the World's Largest, Most Modern Plant Devoted Exclusively to Golf Club Manufacture.

# Worthington

## PAR-BREAKING

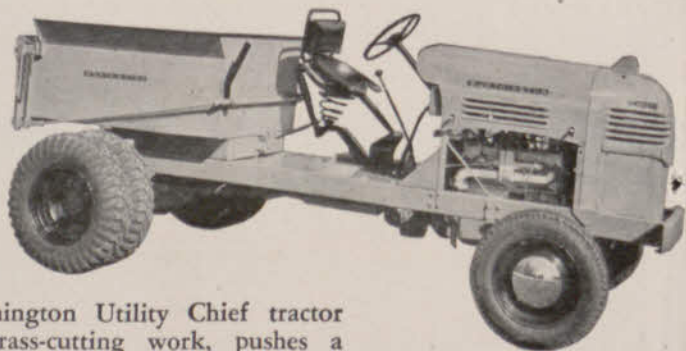


Here is efficient operation—a Worthington 3-gang Rough Grass Blitzer hitched to the economical, highly maneuverable Golf Chief tractor. Powered by a Chrysler industrial engine the Chief is specifically designed for high speed hauling of gang mower units.

### HERE'S THE WORTHINGTON UTILITY CHIEF

1 cubic yard capacity  
Quick, clean dump

This fast, powerful Worthington Utility Chief tractor hauls gang mowers in grass-cutting work, pushes a sweeper in clean-up work, operates various attachments through its power take-off . . . and *in addition* is mighty valuable as a general purpose dump truck. This rugged, electrically welded steel unit dumps quickly and cleanly by gravity when driver releases easily accessible body and tailgate levers. Made-to-order for hauling sand, soil, fertilizer, tools, sprinklers . . . dozens of hauling jobs that are part of the daily maintenance routine.



#### DUMP CART

Identical in size and construction with the dump truck body, this sturdy 2-wheel dump cart is easily attached to the Worthington Chief or ordinary wheel tractor. Dump and tailgate release levers are within easy reach of driver's seat.

# WORTHINGTON MOWER

Subsidiary of Jacobsen

# Maintenance Equipment

## PERFORMANCE ON EVERY COURSE

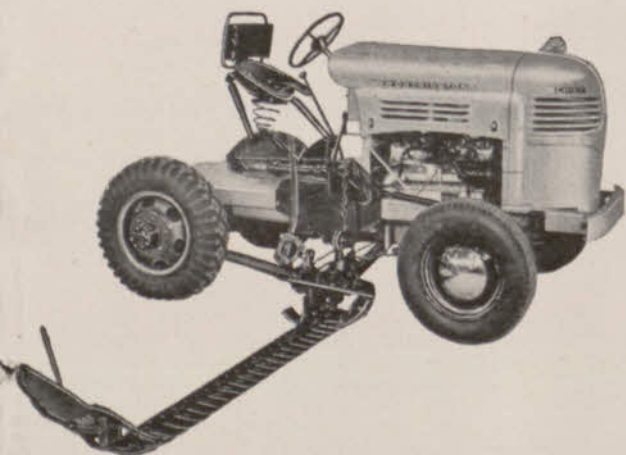
**ROUGH GRASS BLITZER • FAIRWAY GANG MOWER  
GOLF CHIEF TRACTOR • SICKLE BAR • DUMP CART  
OVERGREEN TRACTOR • SCOUT HAND MOWER  
UTILITY CHIEF TRACTOR**

You get better than par performance when Worthington equipment tees off on your golf maintenance problems. These fast working, cost-cutting units have proved their value on golf courses throughout the country.

Watch a Worthington Rough Grass Blitzer in action. Notice how it bites into tough grass and weeds in the rough, delivering a smooth even cut. Exclusive spring suspension of cutting units protects knives and reel against jolts and bumps received during operation at high mowing speeds up to 20 m.p.h.

Rough Grass Blitzers are available in 3, 5, 7 and 9-gangs. Special Worthington convertible frame feature facilitates easy conversion to these various sizes. Adjustment is by convenient hand lever—no tools needed. Lubrication only twice a year.

To keep fairways in superior playing condition continually and at low cost, put a Worthington Fairway mower on the job. Available in 3, 5 and 7-gang sizes, these precision-built mowers are easily convertible merely by adding or withdrawing cutting units.



### SICKLE BAR

Many courses have particularly rough areas along woods or in the deep rough, inaccessible to gang mowers. Keep these areas under control efficiently with the Worthington hydraulically operated sickle bar. For cutting back slopes or ditches along roadways, the cutter bar mows at any angle up to 90 degrees above horizontal, 45 degrees below horizontal. This wide cutting arc plus special tilt and protective features make this sickle bar invaluable for golf course work.

For complete information on Worthington cost-cutting, labor-saving golf course equipment see your Worthington distributor or send for descriptive literature.

**COMPANY, Stroudsburg, Pa.**  
**Manufacturing Co. • Racine, Wis.**

rington counseled creating a friendly atmosphere even before the member or pay-player gets into the pro shop. He advised study of members' social and economic positions in order that the pro take fullest advantage of knowing the customer better than the store does.

Harrington recommended careful study of sales for past few years and pre-war years in order that the pro could estimate his business for 1948 and budget sales and expenses accordingly. He emphasized that the turnover of stock be carefully watched so the pro's money investment be kept at work. He said that planning purchasing is as important as planning selling.

Harrington also reminded pros of what a wide spread there is in results of different methods of different pros at the same club. He cited cases of where difference in annual shop volume had ranged from \$3,000 to \$12,000 with different pros conducting the business at club to which he referred.

### Keep Pro Capital Busy

Harrington advised that pros send out their advertising to reach members Thursdays or Fridays before the weekend play. He urged that pros make use of a "close-out" table of bargains so they'll get their invested capital back quickly and quit losing carrying costs on stuff that doesn't move.

On Saturday events such as blind bogeys and sweepstakes he stressed importance of giving entries full value; displaying the entry sheets and amounts of merchandise won. Entry lists grow when the members see they are getting their money back minus the pro's legitimate profit. He reminded smart pros that members are past the point of buying \$400 in tickets on a raffle for \$200 worth of merchandise. He told the pros to put standard brands of balls in ball machines.

Harrington also spoke of the importance of a pro budgeting lesson time so it won't interfere with shop business. He talked about the steadily growing importance of women's business. As an experienced observer over many years Harrington concluded that if a pro loses business to some other type of retail outlet it is the pro's own fault. The Minnesota and Indiana pros appreciated the frankness of the statement that followed Harrington's specific recommendations.

Herb Graffis, GOLFDOM's editor, expressed his belief that pros had done an excellent job of business development according to the teachings of their own experience but suggested that great advances could be registered by making more use of outside expert advice. He related discussions with numerous pros on program planning such as has been

done with great success in the greenkeeping short courses. The next step in pro business education, Graffis said, was to know people as the greenkeepers know grass. The great successes of older pros in teaching and merchandising was soundly based in their knowledge of people and psychology rather than in specialized knowledge of the golf swing or business methods. He added that, in his opinion, there was a tendency to go at the instruction problem hind-end-to and talk about "the mechanics of the swing" rather than acquire more basic knowledge of the mechanics of the swinger, as explained by anatomy and physiology.

### Teachers Discuss Teaching

The latter point was brought out in bright detail during the talks and demonstrations of Arnold Chester on "Putting A Golf Lesson Across," on "Swing Technique," by Harold Sieg, on "Individual Differences in Golfers," by Willie Kidd and in the field house demonstration for Minnesota pupils by Len Mattson and other Minnesota PGA members. Chester advised adjusting the principles to fit the individual pupil, and to remember the pupil is a human being; not a machine. He advocated fool-proof exercises for the pupils.

Sieg and the veteran Willie Kidd put on a most illuminating demonstration of the pro's value in analyzing grip, stance and swing details and faults. Kidd showed how basic principles hadn't changed since he was a Scotch amateur headliner 45 years ago, but that the improvements, as far as pro play was concerned, were due to the stars being better able to analyze what they were doing and more successful in applying the fundamentals to their individual physiques and temperaments.

Willie said the pro's value as an instructor depended on the pro's ability to fit the methods correctly to the individual instead of making any one star pro a model.

### Indiana's Program Crowded

Indiana PGA combined its annual spring meeting with a clic and dinner at the Lincoln hotel, Indianapolis. The program was spread over three busy days. Sunday, April 18, a business meeting was held in the evening after a get-together session at which "Red" Barton of Worthington Ball Co. was host. Monday morning Tom Crane, executive sec. PGA, repeated the fine informative story of national PGA activities he had given two weeks previously at the Minnesota meeting. Johnny Watson spoke on the great

(Continued on page 89)

# Southeastern Turf Men Meet at Tifton, Ga., Station

By TOM CORDELE

The second annual Southeastern Turf Conference was sponsored jointly by the Georgia Coastal Plain Experiment Station and Abraham Baldwin Agricultural College, at Tifton, Ga., on April 21-22. Approximately 100 people were in attendance from 12 states. Practically everyone present was associated with golf in one way or another. Keen interest was shown throughout and hardly a man left until the final gong sounded.

"Better Golf Greens" was the subject for discussion on the morning of the first day. Dr. O. J. Noer, Agronomist, Sewerage Commission, Milwaukee, Wisconsin, approached this subject from the standpoint of water management. He pointed out that many of the problems on golf greens have arisen from improper use of water. Many times too much is used, and there is no substitute for the intelligent greenkeeper who waters not on the schedule but when the grass needs it.

Dr. Fred V. Grau, Director of USGA Greens Section, emphasized the importance of proper drainage. He pointed out that many greens will not grow good turf because proper drainage was not provided when they were constructed. He offered a number of suggestions on methods of overcoming in part, at least, the difficulties experienced on many greens that are now improperly drained. The final discussion was led by Dr. G. W. Burton from the standpoint of better grass breeding and selection. Dr. Burton is in charge of the

turf research project at the Tifton (Ga.), Coastal Plain Experiment station. He pointed out with colored slides that many of the problems now facing greenkeepers might be solved by utilizing superior strains of Bermuda developed by breeding. Several of his Bermuda selections developed at Tifton are making much better greens than could be obtained from the varieties now available on the market. Some of these are making such excellent spring growth that the transition from rye to Bermuda greens was hardly perceptible.

Following lunch in the college dining hall, Dr. Burton conducted a tour of the grass and turf experiments where more than 100 different selections of Bermuda, many from some of the best greens in the area, are being compared. Great differences have shown up in these strains. A number of the best selections are far superior to plots established from seed, indicating that better greens can be obtained by sprigging in superior selections. The Tifton station hopes that greenkeepers throughout the southeastern area will continue to send in cup cutter plugs of some of their best greens to be included in this test.

The research work which Dr. Burton is conducting at this station is divided into five parts, the first of which was described in the above paragraph. Fertilizer and lime appliance for all turf in the southeast is another branch. Dr. Burton pointed



Southeastern golf course men and visiting experts line-up at their second annual turf conference.

# The "TOP-NOTCH" will YOUR STRONGEST

NO FINER golf ball was ever made than the Wilson Top-Notch high-compression ball. It will come through for you and your members, too... and repeat on sales. You can recommend it all the way.

Wilson is featuring the Top-Notch golf ball in the biggest national advertising campaign in its history. More than 50,000,000 readers of the SATURDAY EVENING POST, LIFE, ESQUIRE, GOLFING and other leading magazines will see this advertising. Nationwide newspaper advertising is adding extra power.

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TODAY IN SPORTS EQUIPMENT



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# RECOMMENDATION



*The LAST WORD in*  
**HIGH COMPRESSION**  
*Performance!*

SOLD THROUGH  
PROFESSIONALS ONLY



out on this tour that all grasses do not have the same pH requirements for optimum growth. While some of the grasses responded favorably to lime applications, carpet grass turned yellow and was making very little growth with such treatment. Weed and insect control have been an important phase of his work in the last few years. The effectiveness of DDT, calcium arsenate, benzene hexachloride and 2, 4-D are some of the things that have been used in this test work. Topdressing of greens has long been a problem for southern greenkeepers. Many problems now encountered are a result of the use of improper topdressing material in the past. He has done research work on the suitability of sawdust as a source of organic matter in topdressing material. One hundred forty-four different other mixtures are also being tested. Some of them look very promising.

### **Breeding for Seed Production**

Breeding for seed production is the final phase of research conducted at this station. Many feel that no other section of the nation has such a critical problem in seed production from desirable strains and varieties of grasses. Dr. Burton has been able to make several of these grasses produce seed suitable for golf course use.

After the tour demonstrations were given with various types of turf equipment that were on display at the conference. Several new pieces of equipment were shown that offer great promise to greenkeeping.

At the banquet held on Wednesday night, Fred Grau introduced the program by stating that three men are essential to a golf club: first, the architect who designs the club, the greenkeeper who maintains it, and the professional. Robert Trent Jones, sec.-treas. of the Society of Golf Architects, led the discussion while slides were being shown of famous golf clubs. Jones explained outstanding features of these clubs and commentaries were given by T. M. Baumgardner from the standpoint of the greenkeeper and by Ed Dudley, pres. PGA, from the standpoint of the professional. Slides were shown of the famous St. Andrews course. He stated that architecture cannot be copied from such old courses because of the difference in climactic conditions, primarily from the standpoint of maintenance because they do not have heavy rains and at the time those courses were designed, hand labor was very cheap. Today with the high cost of labor, everything must be mechanized. Jones explained the penal, heroic and strategic types of golf course architecture. Colored slides were shown of well-known golf

courses at Cypress Point, Calif.; Jasper Park, Canada; Augusta, Ga.; and Pinehurst, N.C.

The following morning was devoted to a round-table discussion dealing with various problems confronting managers, superintendents and greenkeepers. The interest was very keen for the three and one-half hours.

Plans were made for the turf conference next year and several suggestions were welcomed concerning the program and how to get more of the proper people interested in the work being done at Tifton. Tifton is centrally located in the southeastern area and has a supply of land, office and laboratory facilities for this work. Much of the equipment is at hand. The great need is for personnel. The research fellowship which the various golf associations have established will help to solve this problem but the challenge that southern turf problems are making can never be met until sufficient funds are raised to carry on the needed work.

### **Pacific N.W. Turf Meeting, Pullman, Wash., May 24-25**

A Pacific Northwest turf conference program at the State College of Washington, Pullman, Wash., May 24 and 25, has been announced by Asst. Dean E. G. Schafer, college of agriculture. In two talks Fred Grau, director USGA Green section, will outline a turf program for the Pacific Northwest and discuss grass varieties and the improvement of turf.

Also on the program are A. L. Brandon, secy., Greenkeeping Supts. Assn.; G. A. Amsbury, Spokane foreman of city parks, who will talk on turf equipment and maintenance and O. J. Noer, Milwaukee, Wisconsin Sewerage Commission, who will speak on principles of turf fertilization. Other speakers will include staff members of the State College of Washington and University of Idaho who will discuss control of turf diseases, the use of fungicides, management practices, seed bed, seeding time and rates, and weed control by selective sprays.

Schafer is being assisted in the planning of the program by State Extension Agent E. J. Kreizinger, Prof. A. G. Law and Prof. Lowell Rasmussen, both of the Department of Agronomy.

The conference is being sponsored by the college of agriculture in cooperation with the Inland Empire Greenkeepers' Assn. of which Bill Southerton, Spokane (Wash.) CC, is pres. Louis J. Schmidt, Indian Canyon GC, Spokane, will serve as chairman of one of the five sessions of the two-day conference.



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# Drives for Junior Golfers Recruiting Thousands

By REX McMORRIS

By a long way this is the biggest year in the history of junior golf in the United States. The USGA first national junior championship at the University of Michigan course, the Junior Chamber of Commerce national championship which will bring together qualifiers from at least 40 states, the third annual National Caddie championship at Columbus, O., the Hearst newspapers' national junior championship at Charles River (Mass.) CC and those long established Western GA and Women's Western GA junior championships give the youngsters a schedule of competitive events that should bring into the headlines new stars.

Locally competitive schedules have been arranged to provide lively interest, incentive and good seasoning for boys and girls in golf. The intramural high school competitive programs arranged by high school athletic directors using tournament material and prizes provided by the National Golf Foundation and the Athletic Journal are being conducted in 40 states, Hawaii and the Canal Zone at almost 400 schools.

Further promotion of high school golf has been given impetus by the series of "Beginning Golf" pictures produced by the National Golf Foundation and being distributed through high school athletic departments. First of these pictures received strong endorsement from more

than 2,000 physical educators at their annual convention at Kansas City in April.

## PGA Junior Campaign

The PGA's junior promotion committee under the astute and energetic direction of George Lake, Long Beach (Calif.) Recreation Park pro, has shifted into high speed in coordinating and extending the extensive activities of pros in junior golf promotion.

Lake has appointed the president of each of the PGA's 30 sections chmn, of a national junior golf week program which is to be staged June 14-20. Every pro has been asked to conduct a lesson series, hold a junior tournament, show movies, have an exhibition or any other type of event to interest the youngsters.

What unquestionably will be a major result of this concerted effort will be to impress upon parents and club officials the merits and availability of golf for the youngsters. Providing facilities is a different problem. Many of the older clubs haven't been any too cordial to junior play. There's got to be education of the old officials and members and of the kids to work out a satisfactory solution of this problem.

Lake and Harry Moffitt and Bud Williamson of the PGA Junior Golf com-



Lake City high school instructor and golf coach, Pro Arlan Johnson, puts a class through swing exercises.