

Here's a statement you'll welcome!

**" WORTHINGTON
WILL DEMONSTRATE
ANY TIME, ANYWHERE
AND FOR ANYONE!"**



Here's the equipment-

Worthington equipment includes front-wheel-drive, dump body, and hill-hugging standard tractors; fairway and blitzer mowers in 3- to 9-gang combinations (standard and self-lift models) as well as self-powered and power-take-off rotary mowers.

Here's what it does -

Worthington units are designed for heavy-duty mowing on golf courses, parks, highways, estates, cemeteries, airports and institutions. Whatever your mowing problem may be, Worthington has the right answer with the right equipment.

and here's the offer!

Worthington Mower Company, through Authorized Dealers, will —with no obligation—survey your mowing needs and demonstrate the right equipment for your requirements at any time and any place. Just write us — we'll do the rest.

NOW, FOR THE FIRST TIME, you can have a "full-dress parade" and demonstration of the *right* equipment for your mowing problem. Backed by more than 30 years of experience, Worthington (*and their entire dealer organization*) is ready and willing to prove to you "how" and "why" Worthington mows more, mows better and mows *more efficiently!* Before you consider any new equipment, consider this offer— "Worthington would like to have you try *before* you buy"—then, and only then — will you know why Worthington equipment has always been preferred when quality performance is important.

Write for your demonstration, today!

WORTHINGTON MOWER COMPANY

STROUDSBURG, PENNSYLVANIA



Transcripts of convention addresses will appear in GOLFDOM as space permits.

Supt., Pro, Managers In Team

Constructive cooperation between club department heads and officials was handled in detail by Jim Fogertey, representing the PGA; Tom McGuffey, Club Managers Assn. of America, Pres.; Ward Cornwell, representing the GCSA, and the veteran J. Porter Henry, many years

jobs. Each job has its headaches that must be prevented, eased or cured by the men the golfers hire for handling all problems.

The brisk and durable Henry reminded the operating department chiefs that club officials also had plenty of problems—and without pay. They expect smooth coordination from department heads, along with information to enable officials to perform their duties with a minimum of misery and a maximum of results. Henry said that cooperation between superintendents in the St. Louis district had been tremendously profitable to clubs in getting and keeping golf turf despite a multitude of natural handicaps.

Ethan Kirkhart, Youngstown (O) CC presided at the Wednesday morning session. Charles G. Wilson, Western Regional Director, USGA Green section, summarized the session and handled the Questions and Answers wind-up.

Gordon Brinkworth, Brookwood CC, Addison, Ill.; Beryl S. Taylor, Iowa State College GC, Ames, Ia.; and James E. Thomas, Army-Navy CC, Arlington, Va., collaborated in a symposium on records as the basis of golf course business management.

Jobs for the Records

These three, each successfully experienced in the use of records, advocated:

Records must be simple, so they'll be easily, accurately and adequately kept;

Records must be such that they'll tell the story not only to the supt., but to his chairman and other officials;

Records must give details of major maintenance jobs so the log may be consulted in appraising significant factors in the work as the results are studied;

Records must be signals as well as reports.

(Continued on page 64)



Exhibitors enjoyed lively interest of supts. and club officials at recent St. Louis show.

Green-Chmn., Algonquin CC (St. Louis dist.) and member of the USGA Green Section.

The department heads all recommended that it be a rule at each club to have the supt., pro and manager meet at lunch at regular intervals to exchange ideas and observations, frankly and without interruptions. They freely conceded that no golf department ever could be so perfect it couldn't make welcome use of tips cooperating department heads had picked up.

Failure to get departmental teamwork at golf clubs, these three qualified authorities said, was primarily due to lack of basic understanding of the other fellows'



St. Louis supts. did excellent job of entertaining and arranging transportation for visiting members and guests at the 26th annual GCSA Turfgrass Conference and Show. Group above is shown U-30 Bermuda planting on 18th fairway, Westwood CC, during tour of golf courses in St. Louis area.

Planned Study Necessary to Success As Club Pro

By HARVEY BUNN

Professional, Tualatin (Ore.) Country Club

CERTAINLY you are aware that today's golf professional is a "jack of all trades . . .". But far from fulfilling the remaining lines of this well known ditty — ". . . and master of none" — golf's professional man must be an expert in the fields utilized in his business. Instructor, repair and maintenance technician, accountant and bookkeeper, publicity agent, merchandiser, salesman, market promoter, team player, these are the fields of prime importance to the golf pro.

Let's analyze these fields in relation to the pro business.

INSTRUCTOR

1. Teach the system of your head professional. Learn his system thoroughly and follow it to the letter. Write down your own ideas on teaching and discuss them with your employer to determine their merit. Let him be the judge on incorporating new ideas into his teaching system. Member confidence in your pro operation is enhanced by a uniform teaching system.

2. To become a successful instructor, build your vocabulary. (Recommended reading: "Word Power Made Easy," by Norman Lewis). Develop your speaking ability. Give talks on golf to the women's organization at your club. Whenever possible, appear as guest speaker at meetings of local clubs and fraternal groups. If you feel you can't speak without a golf club in your hand, by all means take along a set of clubs on a speaking engagement. Non-golfers are usually interested in hearing about the royal and ancient game, and your talks will frequently win converts to golf.

3. Pursuit of the following courses of study will help you develop your teaching ability: Psychology, pedagogy, public speaking, and, of course, English.

REPAIR AND MAINTENANCE TECHNICIAN

1. To become a successful shop man learn how to make repairs such as installing grips, applying whippings, refinishing and refacing wood heads, balancing

woods, altering loft and lie of irons. Leave items of major clubmaking to those equipped to handle the job effectively — the golf club manufacturers.

2. Learn to repair golf carts so that necessary work may be done in your shop. Carry an ample supply of replacement parts.

3. If your operation includes the rental of electric golf cars, study their construction thoroughly. Study the maintenance manual furnished by the manufacturer or distributor.

"MISFIT"

His golf clubs are too heavy.
He screams, "My aching back!"
He was sure he bought himself a "deal."
But now moans, "Poor sacroiliac."



Golf clubs bought at a price are no bargain if they don't fit you and your swing.

Don't gamble, Golfers; do business with the one man in the world qualified to fit you correctly in golf equipment . . . your professional.

You May Choose--

. . . low, medium, or top price pro equipment and be assured a correct fit at no extra cost.



HARVEY BUNN, Professional

Juniper Golf Club, Redmond

Harvey Bunn knows how to publicize his pro shop. This is one of a series of 7 in. 2 column newspaper ads he ran when he was pro at Juniper GC.

SPALDING GOLF BAGS
are seen on the best
carts and caddies.



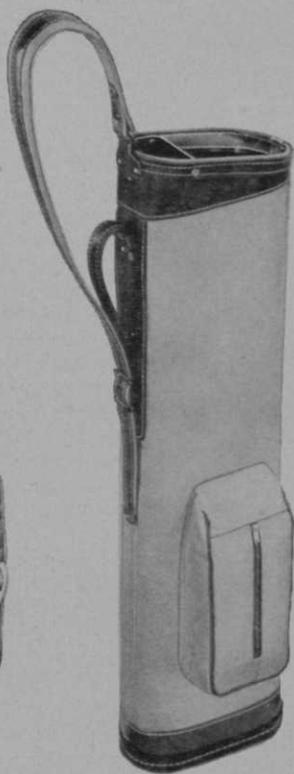
Giant-size British leather with russet trim. Luggage-style handle and a full-length suspension sling. Note the 2-sectional ball pocket and roomy, full-length boot pocket. Detachable hood. A really de luxe Spalding bag.

Men's extra-large steel gray, hose duck body with strap, leather trim. Full-length boot pocket and double selector ball pocket. A detachable, all-weather hood and full-length suspension sling. Umbrella strap and loop.

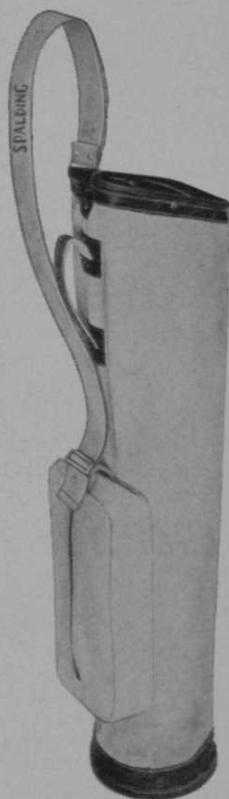
Spalding offers you a complete bag line for men and women. All colors, all fabrics and prices. They're designed to carry all your extras . . . easily and conveniently. See these long-wearing bags, and many others like them, in rich leathers, fine ducks and Sarans.



Attractive plaid in Saran. Large clothing pocket with attached vanity pocket. Hood and umbrella strap. A fine bag for the lady golfer.



Juvenile size. Sand twill body with tan vinyl trim. Streamline ball pocket. Club divider and padded sling strap. A good, low-priced bag.



De luxe Sunday bag. #8 white heavy duck. Extra-large ball pocket to accommodate accessories. Metal club dividers. Adjustable web sling.

Your golf professional has these Spalding golf bags in stock now. Let him help you select the right one for your needs.

SPALDING
SETS THE PACE
IN SPORTS

ACCOUNTANT AND BOOKKEEPER

A course in bookkeeping and basic accounting is a "must" accomplishment for today's professional. This may be done by attending night classes at a local high school or college, subscribing to a correspondence course, or consulting with a local accountant.

PUBLICITY AGENT

1. Give all golfing events as much coverage as possible. Everyone likes to see his name in the paper or hear it broadcast on the radio. Get the news to the papers and radio station as soon as each event is completed and the results are determined.

Holes-in-one and other unique occurrences on the courses are "red hot" items for the sports reporters.

2. Arrange frequent appearances on radio sports broadcasts. (Fortunate indeed is the pro who has the opportunity to sell golf on TV.)

3. Write a weekly or monthly column for your club magazine or local newspaper.

4. If possible, arrange playing privileges for the newspaper and radio reporters who so graciously give publicity to your club golf events.

5. To make your club tournaments move with military precision phone each participant prior to every round of matches. Notify him of his opponent, his opponent's home and business phone, and when the match must be completed.

MERCHANDISER

1. Maintain an adequate stock of golf equipment and accessories, the major percentage of which should be top grade.

All merchandise should be well marked with price, size, quantity, etc.

2. A catalog file is essential. In addition some of the better looking catalogs should be distributed in the golf shop and locker rooms. Many plus sales are realized as a result.

3. Learn how to display your stock by consulting with local merchants or observing their displays. Change your displays frequently. Be sure your clothing displays are in season.

4. Mark down and close out all seasonal clothing well in advance of the season's end. Summer clothing should be chopped in mid-July; winter garb in mid-January or February 1.

Clubs and other hard goods which have been superseded by new models can

usually be carried three or four months into the next season at reduced prices.

5. Advertise regularly where it will do the most good. The direct mail method is ideally suited to the pro business. Attend classes on advertising if they are offered locally. The next best bet is to read all you can on advertising (Recommended: "A Short Course In Advertising," by Alex F. Osborn).

6. Keep a file card on each customer. Pertinent information should include clothing and shoe sizes, golf club specifications, merchandise purchases, merchandise returned and reason, approximate number of lessons during past season.

SALESMAN

Here is the payoff field in the golf business. You may know the game backward and forward, be an expert repair and maintenance man, be a whiz with figures and books, be a good publicity agent and a top merchandiser, but if you are not adept at selling you should set your sights on another business.

How do you become a salesman? Here are basic fragments of one salesman's answer.

First, you must be courteous to all people. Learn to say "Yes Sir" and "No Sir." These replies are concise and decisive.

Three years in the army in World War II failed to teach me the significance of "Yes Sir" and "No Sir." But one year and a half as assistant to veteran professional Ted Longworth did. Ted still uses "Yes Sir" and "No Sir," and it is no secret that Ted is now a PGA Senior. When addressing a woman, say, "Yes, Mrs. Smith" or "No, Miss Jones."

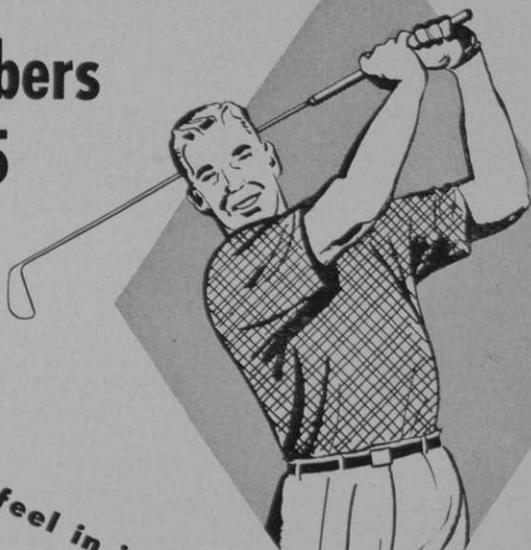
It seems that at least one of today's etiquette experts frowns on the use of "Maam."

Second, you must smile and display enthusiasm. Enthusiasm may be born in some people, but most of us have to generate it. To become enthusiastic you must act enthusiastic.

Third, you must know your merchandise and know how to fit it to your prospect. In addition to knowing the merchandise on hand, study the golf supplier's catalogs thoroughly. If you don't have what the prospect wants, know where you can get it.

Learn how to fit shoes and the men's and women's clothing sold in your shop. Again, downtown help from shoe stores and clothing stores should be the correct avenue of education here.

Improve your members Golf in '55



more club head feel in irons than ever before

with these new

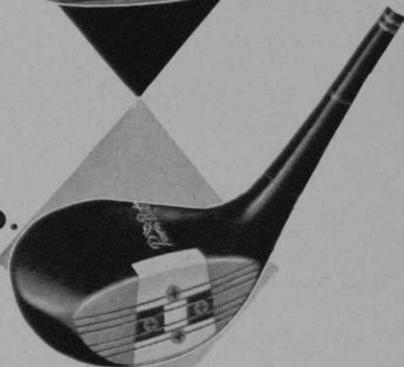
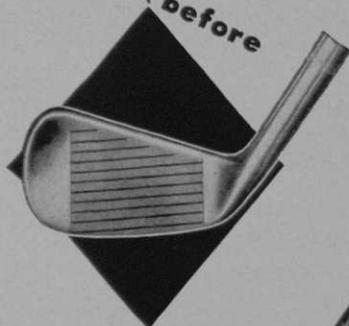
POWER-BILTS!

Power-Bilts for '55 boast the finest feel in irons ever achieved!

The reason for this is the scientific distribution of head weight which puts new power into the swing.

The result is greater distance and sharper accuracy through accelerated club head speed.

Be sure to tell your customers about this great new Power-Bilt feature which most certainly will improve their iron shots.



HILLERICH & BRADSBY CO.

LOUISVILLE, KENTUCKY



Catalogs in full color are available free for your use — in your shop and for mailing to members. Send for your requirements!

Fourth, you must show and demonstrate your merchandise. Good displays arouse interest and in some cases move merchandise, but demonstration sells merchandise.

A golf cart remains an inanimate object until you demonstrate how it folds compactly and rolls smoothly on ball bearing wheels. Sensing that a cold hunk of aluminum can become a veritable workhorse by relieving the strain on his aching shoulder, your prospect becomes a customer.

You are probably aware that playing ability has been omitted from the fields which I deem important to the pro business. Obviously you can play a fair game of golf or you would not have entered or contemplate entering the business. Paul Scott hit the nail on the head in a recent magazine article when he stated, "Keep your score around 76 and devote your time to the service of your members."

That seems to be the whole answer to preparing yourself for the golf professional business . . . devote your thoughts and actions to the service of your members.

MARKET PROMOTER

The more people who are playing golf and more of it, the better the position of your club and your own professional business.

Be constantly alert to opportunities for arousing more interest in pleasant play by lively programs of well-conducted events at your course, get interest stirred up in golf among juniors, and women in particular to distribute the play load at your course and assure a big future for golf business. Take advantage of every opportunity to bring everybody into the enjoyment of the game.

TEAM PLAYER

Understand the work of other employees of the club to the extent that you can cooperate effectively with them at all times in making the jobs better performed by all of you for the good of the club and all its golfers.

Walt Ripley says event that Sawano CC, Quincy, Fla., members enjoyed was team play with each team consisting of one player with a brassie, one with a 2-iron, one with a five-iron and one with a putter. The ball is hit by team members playing in turn until it's holed out. Player with next club then drives off next tee.

Golf Fund Gives USO \$66,017, Half of Golf Day Income

Harry Moffitt, PGA pres.; Ed King of Life magazine and Stanley J. McGiveran, ex-pres. Western Golf Assn., representing Fred L. Riggin, Sr., pres. National Golf Fund, Inc., made formal presentation of a check for \$66,017 to Harvey Firestone, Jr., USO board chairman, Jan. 6.

The presentation was made at the Blackstone hotel, Chicago, following a luncheon attended by 300 prominent in golf and other sports.

Checks for the other 50 per cent of 1954 National Golf Day proceeds have been issued and, in some cases, will be formally presented.

Babe Zaharias will join with Ed Furgol and two others to be named later in playing Olympic Club course June 4 in establishing figures against which women and men golfers will play with their respective handicaps. Tee markers and cups will be placed by Olympic club officials to approximately National Open toughness.

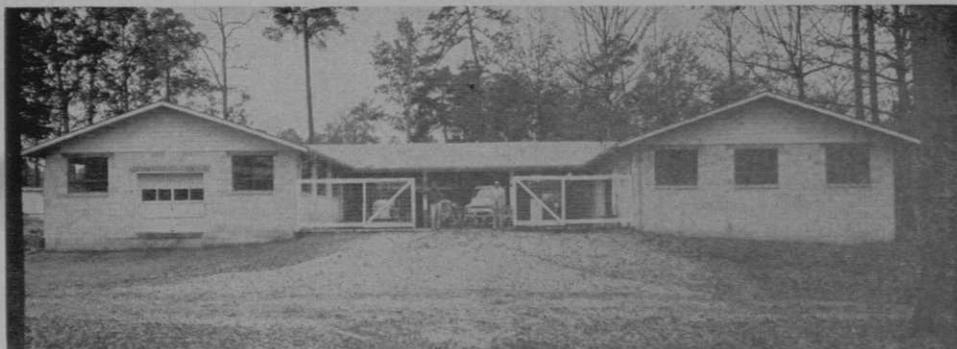
Women's play at clubs, against the Zaharias score, probably will be on Ladies' Day nearest June 4 at the participating courses.

About a quarter-ton of "I Beat Ben Hogan" medals left over when only 1,900 beat Hogan's 64 at Baltusrol in 1954 will be used by the PGA and Life, co-sponsors of Golf Day, in promoting this year's event.

At the luncheon attractive glass paperweights containing "I Beat" Hogan and Boros medals were presented to National Golf Fund directors, committee members, Mrs. Liliam Harlow, widow of Bob, whose work for the National Golf Fund included originating the international boys' competitions, came from Pinehurst to receive an award.

The distribution of the three Golf Day funds, in addition to the USO half: Caddie scholarships, \$51,500; PGA Benevolent, Education and Relief, \$38,200; USGA Green Section and turf research, \$23,700; U. S. Junior Chamber of Commerce junior golf, \$23,000; American Women's Voluntary Services, \$9000; Blind Golfers' associations, \$6000; Possibilities Unlimited (handicapped golfers), \$6000.

Life magazine has paid all promotion and operating expenses, except travel and personal expenses of National Golf Fund, Inc., committee members and directors in work necessitated by fund raising and distribution.



Planned to make work faster, better and more economical, and to keep equipment operating well, this new maintenance headquarters at Druid Hills, also is a great visual improvement over the old patched-together barn. At left is Everitt A. (Sarge) Shields, the club's course superintendent, and at right, Armand C. Chapeau, Druid Hills' general manager.

Druid Hills Builds for Modern Maintenance

By E. A. SHIELDS

Supt., Druid Hills Golf Club, Atlanta, Ga.

CCOURSE superintendents, far more than club officials, realize it would be utterly impossible to keep courses up to desired condition and stay within a reasonable budget if machinery hadn't replaced manual labor to a great extent in course maintenance.

Machine maintenance has been a lifesaver to American golf.

If we had to pay today's wages for as much manual work as was done on a good golf course 20 years ago very few clubs could afford such expense. And the old results of maintenance work mainly by manual labor wouldn't be acceptable to golfers now accustomed to the uniform high quality of machine work.

The progress to machine maintenance isn't clearly enough recognized by club officials and players generally. And that, I believe, is the reason for the continued unsatisfactory and costly use of so many patched-together old sheds as course maintenance headquarters.

Officials See Need

Our club presents an excellent example of what great advance in efficient operation can be made when officials become keenly aware of modern requirements.

Druid Hills now has probably the model set-up of course maintenance buildings.

The cost was surprisingly moderate, about \$13,000 for the equipment building and a separate soil processing shed. As in many cases when any phase of course costs are considered, this \$13,000 figure possibly is one that can mislead. Bids for the construction ranged from \$21,000 to \$23,000.

Our gen. mgr., Armand C. Chapeau, became, in a way, general contractor for the job, hired a building construction supt., handled the material buying and payrolls, and came out with the \$13,000 cost.

The improvement, in every respect, has been most welcome.

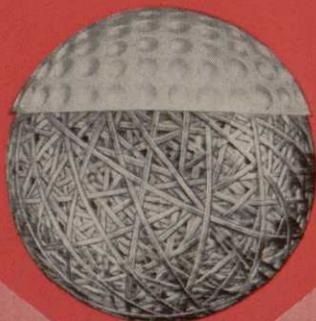
The old barn is no more. The hedge rows, undergrowth and shrubbery have been pruned down so everyone can see our new buildings. There is no further need to hide the "barn" as an unsightly eye sore!

We are all very proud of our new buildings, and believe that the more efficient operation as a whole made possible by these maintenance buildings will compensate many times in savings for our club.

For Mules, Not Machinery

The old barn was inherited with the property when the club was organized in 1910. The building was erected about

MacGregor presents



V-THREAD WINDING

puts more
GO in this
new **MT**
golf ball

