

Cooper Champion

GREENS MOWER

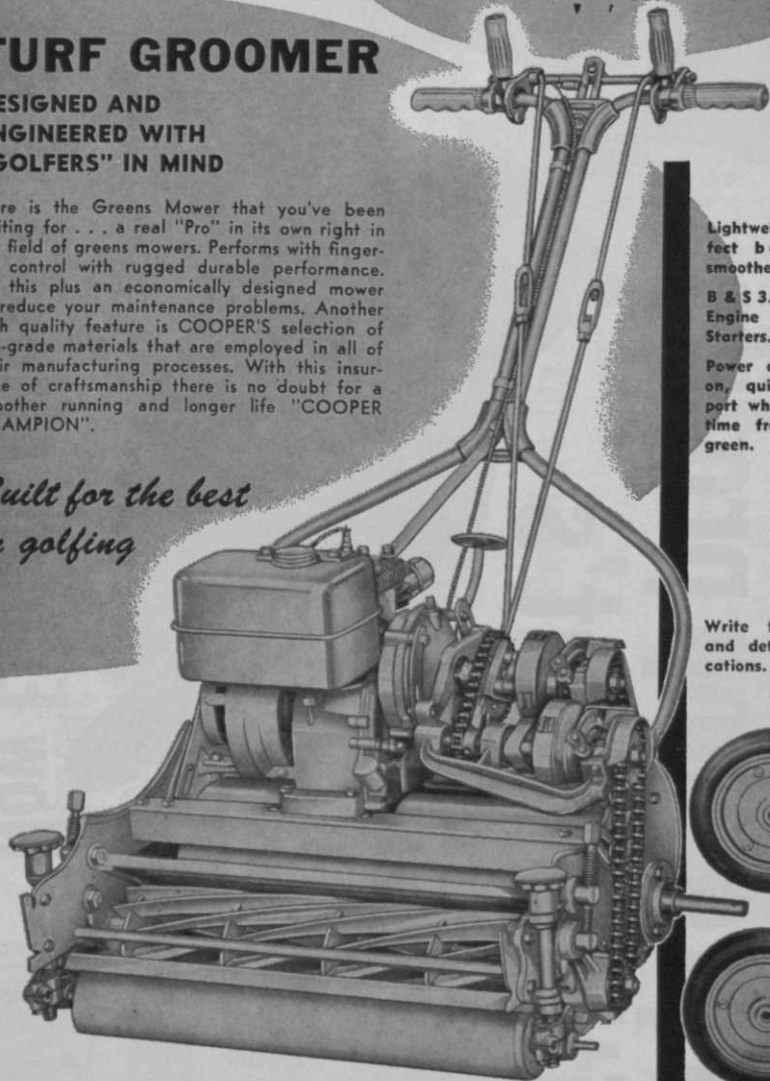
FULL 21" CUT

TURF GROOMER

DESIGNED AND
ENGINEERED WITH
"GOLFERS" IN MIND

Here is the Greens Mower that you've been waiting for . . . a real "Pro" in its own right in the field of greens mowers. Performs with fingertip control with rugged durable performance. All this plus an economically designed mower to reduce your maintenance problems. Another high quality feature is COOPER'S selection of top-grade materials that are employed in all of their manufacturing processes. With this insurance of craftsmanship there is no doubt for a smoother running and longer life "COOPER CHAMPION".

*Built for the best
in golfing*



Lightweight with perfect balance for smoother cutting.

B & S 3.00 HP 4-cycle Engine with Recoil Starters.

Power driven, quick-on, quick-off transport wheels — saves time from green to green.

Write for literature and detailed specifications.

COOPER MANUFACTURING CO.

422 South First Ave.

MARSHALLTOWN, IOWA, U.S.A.

For more information circle number 113 on card

**Get a new grip
on pro shop profits
with Edmont's
new full
line!**



**Now Edmont offers
a complete golf glove line.**

Full leather, leather stretch, leather half-finger and leather palm Pro-Grip styles plus vinyl impregnated Super-Grip styles. There's an Edmont glove to suit every golfer in price, style, hand and color preference. Edmont club head covers, balanced golf bag and accessories create additional profit opportunities.

Edmont advertising pre-sells the full line.

Edmont ads from April to August in SPORTS ILLUSTRATED, GOLF, and GOLF DIGEST will help you sell the Edmont line right through the golfing season. Your golfers will see Edmont advertised more often than any other golf glove.



Edmont merchandisers self-sell the full line.

Three and six-dozen counter-top merchandisers stop traffic and make impulse sales right off the rack. You get a full profit margin on all Pro-Grip styles and an *extra* profit margin on all Super-Grip styles!

Edmont quality re-sells the full line.

Outstanding Edmont quality assures customer satisfaction and repeat business. For example, unique double stitch sewing on many styles of Edmont leather gloves eliminates annoying seam inside glove and keeps glove from pulling apart.

To protect your profit opportunities, Edmont golf gloves and accessories are sold only through pro shops—and are sold to you only through selected, service-minded distributors. To put an Edmont distributor at your service immediately, write: Edmont-hill, Inc., Peoria, Illinois, 61601.



Edmont-hill

Memo from the Publisher



As the proud cover of this issue proclaims, this is a milestone edition of GOLFDOM—the start of its fortieth year of service to the golf industry. And it's an appropriate occasion, I feel, to acknowledge my great pleasure, professionally and personally, over our new association with Herb and Joe Graffis in the publishing of GOLFDOM.

The Anniversary Year symbol on the cover may well serve as a monument to the Graffis Brothers, for it represents the longest period of continuous publication of any periodical in the golfing field. But, on the other hand, Herb and Joe have built their own monument over the past four decades as proponents of a type of personal publishing that stresses courageous independence and the warmth and integrity of a handshake. And in their unique ways they have contributed as much to the healthy growth of the game and the industry which serves it as all the Joneses, Hagens, Sarazens and Hogans. Indeed, they have left footprints in the sand that those who follow will be hard-pressed to fill.

Since fortieth anniversaries do not occur every day, we are launching a year-round celebration, effective with this issue, that should be a stimulating trip down memory lane for many of our friends. The Graffises will reminisce about their experiences as golf missionary workers and appraise the contributions that various individuals have made to the great progress of the industry (see page 26). Our advertisers, 13 of whom have been with GOLFDOM since its beginning, will review their own experiences of growth (see page 28), and we'll also reprint articles of significance from the pages of past issues of GOLFDOM. It should be interesting reading, but more than that, it is designed to point up what has been learned after 40 years of publishing service.

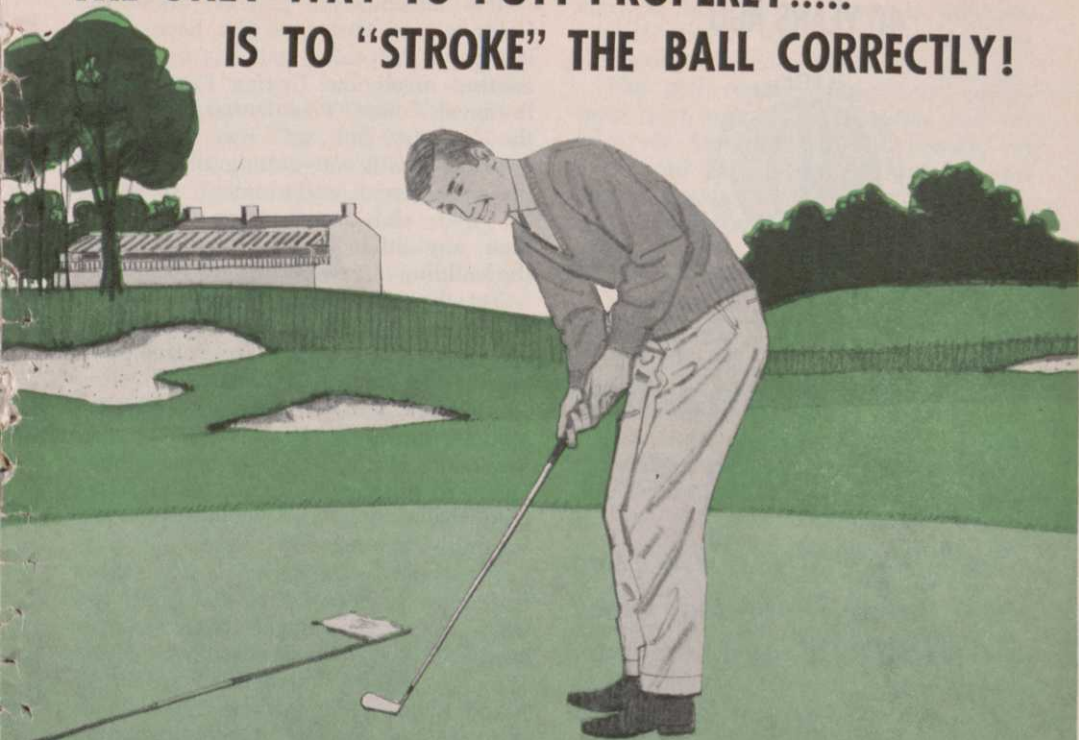
It is in the spirit of continuing the work to which Herb and Joe Graffis have dedicated their lives that we dedicate the next 40 years of GOLFDOM.

- *Arnold E. Abramson*

ARNOLD E. ABRAMSON

Publisher

THE ONLY WAY TO PUTT PROPERLY.....
IS TO "STROKE" THE BALL CORRECTLY!



BUT TO "STROKE" IT AND SINK IT, IT'S THE
PUTTING SURFACE THAT COUNTS.

A PERFECT PUTTING SURFACE CAN BE OBTAINED
ONLY WITH STOLONS!

RESEARCH HAS MADE *Warren's* STOLONS THE BEST
THEY ARE GROWN ON STERILIZED SOIL
FREE FROM WILD BENTS and POA ANNUA

FOR THE FINEST GREENS
WITH PERFECT, EVEN
TEXTURE AND COLOR

PLANT
Warren's
STOLONS

Warren's TURF NURSERY

8400 W. 111th St., Palos Park, Illinois

Send us details on beautiful, hardy, vigorous greens
and tees with Warren Stolons • Warren' Sod

FREE LITERATURE

- "Construction and Planting of Putting Greens with
Creeping Bent Sod or Stolons."
 "Genetic Variability in Creeping Bent" A study of
seed versus stolons for planting putting greens.

Club Name _____

Address _____

City _____ State _____ Zip _____

Superintendent _____

40 YEARS AGO



A forty-year romance with golf

*The game and industry have
come a long way since
GOLFDOM made its bow.*

By HERB GRAFFIS

In this, GOLFDOM'S 40th year, we are going to look again at the accomplishments of brilliant pioneers and their significant achievements that built U. S. golf into a business with an investment exceeding \$1 billion.

This review, in GOLFDOM articles throughout 1966, is not going to merely cover the entertaining recollections of men who made American golf business great. The members of this group, happily, are of such mental and physical vigor that they look at the past mainly for lessons they can apply and share with others in continuing solid and rapid progress in every phase of the game and business.

Golf has had more effect than any other sport on the social, economic and political life of Americans. Its influence on suburban development in the U. S. became strong in the '90s. Today's numerous subdivision promotions built around golf courses are a replay of the boom of the '90s and later and bigger booms between the end of World War I and the market crash of 1929.

The influence of golf on American fashions over the years has been revolutionary. Politically, golf has figured in another revolution. During Franklin D. Roosevelt's first Presidential campaign the "country club set" was a sneering term used with vote-getting effect. Lately, government endorsement of loans for golf club construction has—more than any other one factor—figured in the building of new clubs.

Yet the history of golf as an American business has been told only by the spoken reminiscences of colorful men who made and lived this history.

Although more than half the Class A membership of the PGA is comprised of men older than 50 and the superintendents and managers are amazingly durable, the roster of golf business pioneers is rapidly thinning.

In recent years professionals whose testimony is essential to recording the story of American golf business have gone to the Green Pastures. Bertie Way, Jack Jolly, Isaac Mackie, Carroll MacMaster, Willie Whalen, John Watson, George Sargent, Chuck Congdon and other kindly, modest souls in pro golf have gone out of bounds from this planet in the past few years.

Golf course superintendents, formerly known as course foremen or greenkeepers, in GOLFDOM's time have paved the way to the modern era of golf scoring. They haven't had many lines of sports section space for the history they made in golf. Far more than any other men in sports business they have contributed to the beautification of the nation's real estate. GOLFDOM worked closely with them in organizing their national association, in setting up their educational program and in suggesting and getting their occupational identification changed to golf course superintendents as better identification from public relations and economic viewpoints.

The late Fred Burkhardt, when greenkeeper at the Westwood C. C., Cleveland and an official in the association, and GOLFDOM's Joe Graffis and this writer worked out the basis for the greenkeepers' annual show as the foundation of the association's financing.

Burkhardt, John Morley, Howard Far-
rant, John MacGregor, Joe Roseman,
Fred Krueger, John Anderson, Frank
Maples, Joe Mayo and such versatile
pro-greenkeepers as "Dutch" Loeffler,
Joe Mayo, Jack Pirie and George Knox
have taken their stories with them.

Departed or in musing retirement are
the old managers who came young to
country clubs when the clubhouses were
not much more than new, and often
garish, roadhouses and who developed
standards of cuisine and service that
contented members of prestige country
clubs with house deficits that were gi-
gantic then—and too often merely nor-
mal now.

Gone, too, and with their chronicles
dimming into mists of legend, are the
pioneer manufacturers whose faith, hope
and the charity of their cash invest-
ments brought American golf business
into being.

Long gone is the charming Julian
Curtiss of Spalding whose conviviality in
Scotland was recalled when an im-
mense shipment (for those days) of golf
clubs arrived in New York. As a magnifi-
cent gentleman who never could imag-
ine going back on his word (even while
in the gloom of an historic hangover)
the late and always great Uncle Julian
sold the clubs and gave golf business
one of its earliest and biggest boosts.

The tale of the Worthington Ball
Company goes back to the revolution-
ary Haskell ball. The MacGregor and
Burke golf club businesses had their
beginnings in the manufacture of wood-
en forms on which shoes were made by
machinery that could be adapted to the
manufacture of wood clubheads.

The "Big Name" merchandising in
golf and in other sports began as a flash
in the brilliant mind of L. B. Icelly of
Wilson. Sarazen and Snead were two of
his early proteges. The star system in
selling golf goods wasn't doing much
good in replacing the selling power of
the home club's name on clubs until
Icelly figured out how both classes of
pros could make money. Every pro who
gets royalties for his name on golf mer-
chandise today should bless Icelly's mem-
ory as a royalty check is cashed. L. B.
Icelly has been dead for years and the

story of how he put fortunes into pro
pockets never will be told except in
bits and secondhand from veterans.

The golf course maintenance equip-
ment and supply business has had ef-
fects on American outdoor beauty, on
home and park lawns, on highway and
airport construction and maintenance,
far beyond the imagination and knowl-
edge of even most veterans in golf
course management.

The channels through which the con-
tributions of mechanics, science and
merchandising first were made to golf
are almost forgotten now. How Toro, for
instance, got into golf from the farm
tractor business; how a maker of bee-
hives got into making golf ball washers;
how fertilizer and agricultural chemicals
got into golf as a show window for gen-
eral turf business, are case histories that
are growing into legends now.

GOLFDOM, as the magazine of golf
business that has healthily spanned the
transition of golf business from an es-
sential sideline of fun to a huge success,
believes that there is inspiration and a
great deal of practical value in the
tales of the pioneers.

So, from time to time, GOLFDOM
will run recollections of the men who
made golf business great.

We invite your suggestions and con-
tributions. You don't have to worry
about fancy literary touches. The facts
and pictures concerning golf history in
which you have figured will be ade-
quate. And we will see that your pic-
tures are returned.

To begin a series that we are con-
fident will be intensely interesting and
stimulating, we present on page 28
some notes from the late Edmund Ross-
iter (Ross) Sawtelle, of Sawtelle Broth-
ers Inc., Danvers, Mass., golf course
equipment and supply dealers. Mr. Saw-
telle was a founder of the Turf Equip-
ment Distributors Association. He was
born at Bromley, Kent, England, Oct.
5, 1905. He died suddenly during that
association's banquet at Las Vegas in
October, 1964. His brother, Chester,
who had established a turf equipment
and supply business in Boston, and who
was joined by Ross in 1948, continues
the business. ●



He cut a path to better golf

Worthington, an industrialist who loved the game, developed first mower-tractor combination for fairways.

Charlie C. Worthington, an ingenious and handsome transplanted Scot, had a love for golf that produced the first of the gangmower and tractor combinations for cutting fairways. That outfit was made in one of Worthington's huge factories where were manufactured the gigantic pumps and other heavy equipment that made the Worthington name famous in American industry.

Mr. Worthington was the first of four generations of his family in golf business. His entry was the result of his activity as a golf club official. At his clubs he saw the inadequacy of the sheep-pasture type of mowing that had been effective in Scotland and realized that the American horse-drawn mower wasn't anything to produce a playing condition favorable to the development of the game. Early in his evangelism for golf he realized that looking for a ball in lush American meadow grass wasn't going to make his friends addicts of the game.

Mr. Worthington's background in golf was mentioned in his obituary which was printed in *The New York Times*, Oct. 21, 1944. In part, that review of his career read:

"Inventor and manufacturer of pumps, steam automobiles, mowers, etc., internationally known industrialist and sportsman who helped to organize the Professional Golfers Association, was a golfer in Scotland with the old feather ball

before the game was brought to this country. Mr. Worthington brought some feather balls back with him and built a six-hole course on his Irvington-on-Hudson estate. He collaborated in the organization of one of the first golf clubs in this country, St. Andrews in Mt. Hope, New York and later developed other courses in New York and Pennsylvania (among them the Ardsley Golf Club). His interest in mowing these golf courses led to the development of the Worthington Mower Co."

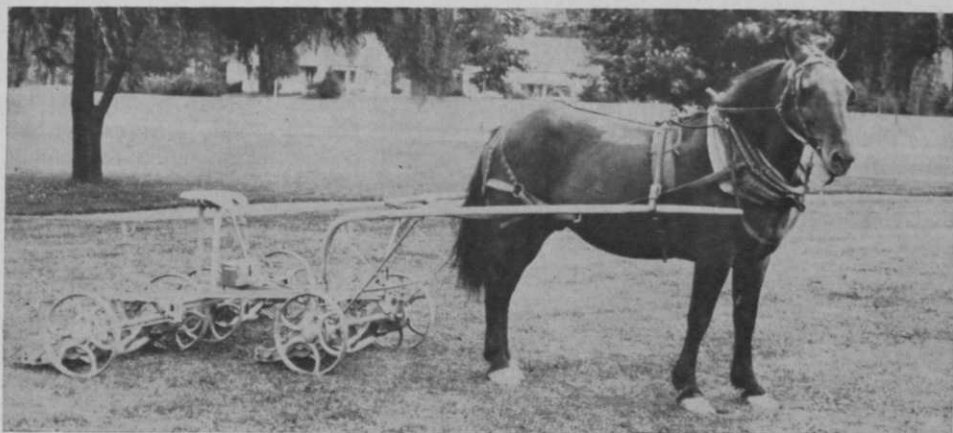
The New York *Herald-Tribune*, in telling of Worthington's association with golf and his contribution to its business growth, said:

"In 1898 on his estate at Shawnee-on-Delaware, Pa., Mr. Worthington designed and built a nine-hole course known as the Manwallimink course. Nine years later he designed and built in collaboration with A. W. Tillinghast, the famous championship course at Shawnee on which the Shawnee Open

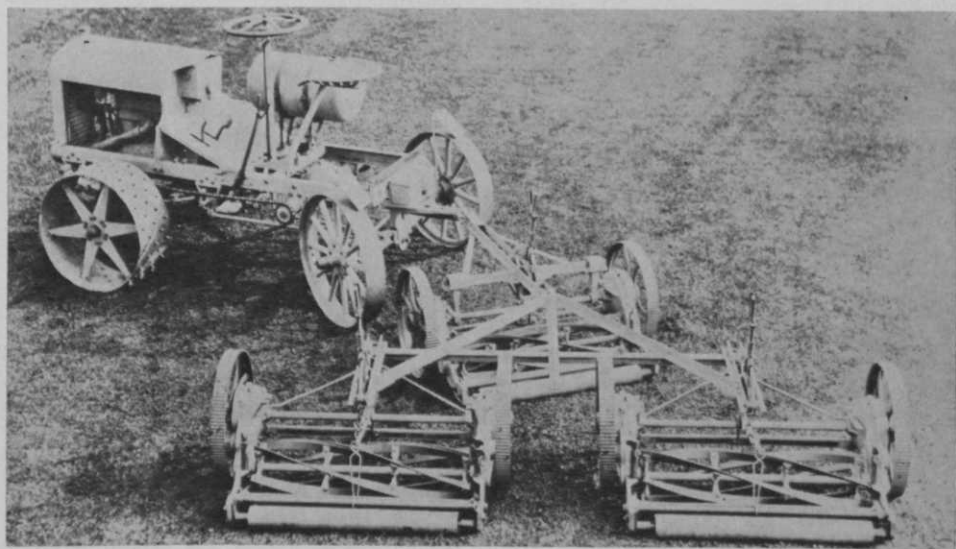
It was the late Ross Sawtelle who adapted lessons of golf mower to airfield purposes in World War II.



This is the first of a series of articles on pioneers who contributed much to golf both as a sport and business.



This Dobbin-drawn mower was C. C. Worthington's contribution to course maintenance in 1914.



By 1919 horse had given way to Worthington's combined gang mower and tractor for course use.

was played for many years.

"The Shawnee course and the Buckwood Inn on his 15,000-acre estate were built and operated primarily as a recreation for Worthington Pump Co. executives and employees and for the company's customers and other friends of Mr. Worthington. His estate was believed to be the largest individually-owned area east of the Mississippi.

"On his first two courses, Mr. Worthington used sheep for mowing and imported shepherds, sheep dogs and sheep from Scotland for this purpose.

The sudden progress of golf presented a serious mowing problem. Progress was limited by the golf course horse with its leather boots pulling a single mower. In 1914 Mr. Worthington built the first so-called gang mower; a horse-drawn three-mower outfit used until after World War I.

"In 1919 Mr. Worthington designed and built a tractor especially for golf course use and that was the finish of "horse-power" as golf course maintenance equipment.

"The Worthington idea developed un-

Continued on next page

til five-gang, then seven-gang outfits were standard. One of Mr. Worthington's grandsons, Ross Sawtelle, as president of the Worthington Mower Co., directed the design and production of the nine- and eleven-gang 'Blitzer' supplied to U. S. airfields in the U. S. and overseas. Production of this equipment won military awards and influenced other wartime production operations.

"After the war these big gang-mowers with their rapid work and economy made possible a standard of golf course maintenance that figured importantly in a great expansion of golf course construction, hence in the sales of all golf playing and course maintenance equipment and supplies."

Harry Vardon and Ted Ray were Mr. Worthington's guests for the 1913 Shawnee Open, prior to that year's National Open at the Country Club of Brookline. At a dinner preceding the Shawnee Open Johnny McDermott, winner of the USGA National Opens of 1911 and 1912, remarked that the day of British victories in the U. S. Open had ended. The McDermott statement, in some manner, got publicized as crudely offensive to the visiting British professionals. Mr. Worthington maintained that this interpretation was inaccurate and that the McDermott view was politely, though positively, expressed.

Edmond Rossiter (Ross) Sawtelle, a Worthington grandson, became the Worthington Mower Co. president in 1938 after working his way up from New England sales representative for the company in 1928. In 1934 he became the company's sales manager, then its vice president and general manager. Ross Sawtelle not only brought the Worthington Mower business in sound condition through World War II by adapting the lessons of golf's large area mower to military airfield maintenance but kept the company's distributing organization on a standby basis so know-how, personnel and financing were available for return-to-peace business. Ross arranged the sale of Worthington Mower to the Jacobsen Manufacturing

Co. in 1945 and served as a director of the company and executive in charge of the Worthington division's manufacturing and sales. In 1948 Ross joined his brother Chester, who was established in golf course maintenance equipment and supply business in Boston. The two then formed Sawtelle Brothers, with headquarters at Danvers, Mass., which does business with golf courses, parks and other large turf interests.

Ross Sawtelle was one of the founders of the Turf Equipment Distributors' Association and it was at the banquet of this organization in 1964 that he died suddenly. Chester successfully continues the Sawtelle Brothers business.

Mr. Worthington's sons, Rossiter, Edward and Reginald all were good golfers and Edward especially took his father's hobby, the mower and tractor combination, and developed it into a substantial pioneering business in golf maintenance equipment. The Shawnee course, now owned by Fred Waring, was often used as a test ground for Worthington equipment. The course early was noted for superior condition. Edward's son, Ed. Jr., is in the golf course supply business with headquarters at Saranac Lake, N. Y.

The Worthington sons, like their father, were grand gentlemen and sportsmen. Another of their own kind came into the family as a Worthington son-in-law. He was Edmund (Ned) Sawtelle, an English engineer and golfer. In 1917 Ned began working on a higher speed mower for tractor hauling and in 1918 got patents that were fundamental in the development of faster mowing of fairways.

Ned Sawtelle's three sons, Charles, Chester and the late Rossiter, continued to contribute to progress in golf course maintenance. Charles is president of the Sawtelle Turf Equipment Co., Mamaroneck, N. Y., and has with him his sons, Robert and Chester, who are fourth generation representatives in the family's golf business. Chester Sawtelle has in his organization in New England another: his son-in-law Frank Marean, who keeps bright the tradition of one of the finest families of American golf business. •