

No Finer
MATERIALS OR
WORKMANSHIP
WILL *Ever* BE BUILT
INTO A GOLF CLUB
THAN WILL GO
INTO THE NEW—

Louisville

POWER-BILT

Golf Clubs



Precision Built by HILLERICH & BRADSBY of Louisville

NOW MAKING WAR MATERIALS FOR UNCLE SAM

the members now being in Uncle Sam's uniforms.

Tom Carvey reported that club managers in Texas are very busy due to the influx of Army personnel. He told of the very interesting job of rebuilding the Colonial CC at Ft. Worth by buyers of an old schoolhouse at Sanford, Texas, dismantling it, and using the material for rebuilding the burned Colonial clubhouse so it's about twice as big as the original Colonial establishment and, according to Carvey, second to no country club establishment.

A big turnover in Denver district club management was reported.

The report from the Toledo district expressed a major problem now being that of "catering to the help and pleasing the members." Rationing and liquor shortage were frequently reported as causes of managers' headaches. Many chapters reported that their monthly meetings had been helpful in bringing up problems for discussion and solution before the difficulties got out of bounds.

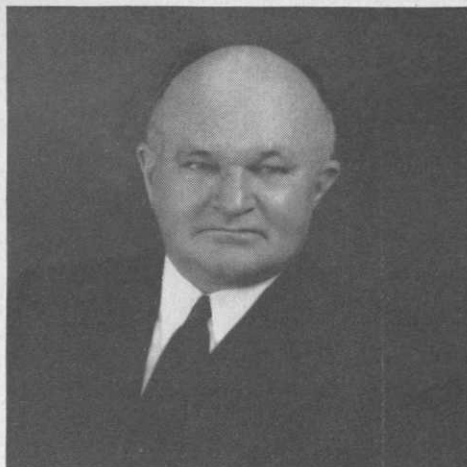
In the east, because of gasoline rationing, the country club situation had suffered severely last year, according to testimony at the CMAA conference.

Dr. Teiber's address stressed the matter of the club manager taking care of his own health these days and getting health check-ups. The manager, like the doctor, is urging everybody else to care for health but working so hard he's neglecting his own. Health examinations of employees was urged by Dr. Teiber, who also said that managers, in view of the influx of untrained employees, should take considerable interest in accident prevention.

The employees' health must be safeguarded as a precaution in protecting members' health, the doctor reminded the managers.

Dr. Lamar Kishlar gave an exceedingly informative address on food preservation and the prospects of development in this field. Dehydration, light treatments and other methods of food preservation and processing Dr. Kishlar outlined and answered many questions during the discussion that followed his address.

Francis Wright, director of distributive education, St. Louis Board of Education, told what was being done in quick training of employees by modern methods. The principles and procedures in taking an employee who's considered "very dumb" and acceptable only because of help shortage, and converting this man or woman into a reasonably satisfactory employee, were set forth by Wright in one of the conference's top features. A lively demonstration and discussion followed the Wright address.



Joseph A. Roseman

Joe Roseman, Golf Business Authority, Dies

Joseph A. Roseman, active for many years in golf as a pro, course superintendent, architect and builder of courses, club operator and mower and tractor manufacturer, died at his home in Glenview, Ill., February 29. He had been in poor health for almost a year. He was 55 at the time of death.

Roseman started in golf in Philadelphia as a resident of a neighborhood many of whose caddies became golf notables. Following 10 years' service as pro at Lake Placid, N. Y., Racine, Wis., and Des Moines, Ia., he came to the Chicago district in 1917 as pro at the Westmoreland CC where he also took over the club's course maintenance duties and attained national recognition as an authority on golf turf. In this work he developed considerable turf maintenance equipment and designed the Roseman roller type mower and a tractor, the manufacture of which received most of his attention in recent years.

His services also were in demand as a course architect and constructor. He left the Westmoreland club in 1928 to handle his golf course design and construction and equipment interests. He was responsible for the design, construction or alteration of more than 100 courses, including Wilmette GC, Elmgate GC and Pickwick, one of the outstanding daily fee courses of the country, the management of which he supervised.

Joe Roseman was a widely known and highly regarded factor in golf whose passing is mourned by hundreds in the game. He is survived by his wife, three sons, Joe Jr. and Warren, both in the armed service, Lewis, and one daughter, Mrs. James Hoffman.

GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

WILL GOLF BE CRIPPLED?

By L. B. ICELY, President

THE many thousands of words that have been written, printed and broadcast—many thousands by Wilson Sporting Goods Co. alone—about the dangerous shortage of playable golf balls, are undoubtedly having an effect upon golf players. To those of morbid tendencies the game is as good as dead. But that is not my opinion. American people are sometimes slow to act—and golf players are certainly typical American people. So we have had to put the pressure on pretty hard to get them stirred up about the golf ball situation.

It *is* bad. Make no mistake about that. And unless we receive a volume of old, used golf balls for rebuilding, the game might easily be crippled.

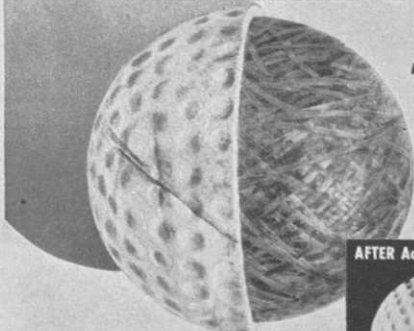
But we at Wilson Sporting Goods Co. believe the volume will be forthcoming. We will have to keep the pressure *on*—keep up the “hue and cry” for old balls, and so will



March, 1944

In most cases

THE DAMAGE IS ONLY SKIN DEEP!



Send used golf balls for rebuilding, or golf is sunk

No matter how cut and torn the cover, almost every one of your old golf balls has a sound undamaged core of precious natural rubber... still young and lively and ready to serve perfectly as the heart of a fine Wilson “accurated rebuilt”. Available stocks of renewed balls are shrinking. We must have new quantities of used balls to keep Pro shops and players supplied. This is an S. O. S. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

Wilson
GOLF EQUIPMENT

● IT'S WILSON TODAY IN SPORTS EQUIPMENT

AFTER Accurated rebuilding



PROS AND CLUB
OFFICIALS...

Please use every effort to get your members to turn in all available used golf balls, NOW—in time for Wilson 1944 accurated rebuilding.

all of you. But the old balls will be forthcoming.

America's golf players may have viewed the situation with typical American complacency. But, once aroused *they will come through* as Americans come through on any and all vital issues.

So please keep up the attack. Keep urging upon professionals and players alike the importance of every last used, cut-up golf ball. They usually have sound “hearts,” and about these sound hearts of real rubber we build new playable golf balls by the Wilson “Accurated” System. But neither we nor any other manufacturer can make any more “rebuilt” golf balls than the number of rebuildable used balls we receive. So, to keep golf rolling keep those old, used golf balls rolling in to us—and *keep the pressure on professionals and players.*

AMERICA'S EXECUTIVES NEED THEIR GOLF

By GENE SARAZEN

THE golf and country clubs of America can do a real job for this war if they will but keep on urging their business men members to keep on playing golf—and help make this possible.

Those thousands of men who hold important jobs in business and industry—who have the responsibility of producing the vast volume of equipment required by our fighting forces and allies are absolutely essential to victory.

Executives and production men who let themselves become physically unfit through lack of exercise—who drop golf because it's



the head of companies involved in war work . . . *They're flabby!*

"The big trouble is, they don't allow themselves some portion of the day for exercise. I'm naturally prejudiced in favor of golf, but I'd settle for anything that will get these men out in the fresh air for healthful activity each day."

Thousands of these important men in war work and in vital home-front activities play golf as a rule. They need it now more than ever, and nothing should stand in the way of it.

America's home-front and war production forces must be physically fit for their jobs just as our fighting forces must be fit for theirs.

Let's do everything we can to provide the place and the equipment for golf—and urge these valuable men to *take the time* necessary to keep themselves physically fit and on top of their jobs.



too hard to get away from business or because the club is not going good—or for any other reason, are innocent obstacles in the way of victory.

Gene Sarazen, world famous golfer and member of Wilson's Advisory Staff, says—"I have been traveling from one end of the country to the other, and the thing that has struck me most forcibly is the condition of many of the men at



Wilson Is Producing Materials for War

Yes, a manufacturer of sports equipment has a place in the production of equipment needed by our fighting forces—in addition to sports equipment.

In our factories today you will see leather helmets coming off the lines by the thousands. These are not football helmets . . . they are *crash* helmets worn by our heroic tank crews. Thousands of yards of canvas, formerly made into golf bags, are now making cots and tents for the comfort of our troops. Aviator's kits and other essential items are also being produced by the patriotic workers of Wilson.



ARMY-NAVY "E" AWARD PROVES THAT SPORTS EQUIPMENT IS NOW RATED AS WAR EQUIPMENT

For some months now the coveted Army-Navy "E" Banner has been waving in the breeze above the Chicago Plant of Wilson Athletic Goods Manufacturing Co. It was awarded to these loyal Wilson workers for "excellence in war production." In this case it was *sports* equipment, largely for the physical training and essential recreation of our millions of trainees, and at our army, navy and air force bases throughout the world.

March, 1944

Fast becoming the
most popular sports program
on the air

Wilson's Weekly
ARCH WARD'S
SPORTS
PREVIEW



Every Wednesday night over Mutual. See
local newspapers for station and time.

IT'S WILSON TODAY IN
SPORTS EQUIPMENT

WAR FORCED US TO fill

OUR USELESS TRAPS

By HERB SHAVE

Greenkeeper, Oakland Hills CC

★ I wish I could forget 1943's troubles in course maintenance, but in this business a man is tested by troubles beyond his control and he either keeps hoping against hope that nature will give him a break or he loses his health and temper worrying. So you're bound to remember troubles of the job as a reminder that you got through some tough times.

Last year I started out with one man. Three weeks later I had one more. Then I got two more on part time. On June 11th I got eight high school boys.

We have 36 holes; the south course being our private course on which the National Open championships of 1924 and 1937 were played and the north course being our daily-fee operation.

In May last year we had rain 26 days out of 31, and *I do mean rain*, not gentle little showers. I couldn't get at the rough and some fairways we couldn't mow for three weeks. You can imagine what I was up against with 36 holes to maintain. All we could do was to keep up with the absolutely essential work and eliminate most of the work to which we ordinarily gave a lot of attention, especially sandtraps.

The severity of the situation got club officials realizing that something had to be done about the traps.

Consequently the officials and Al Watrous, our pro, and I got together and planned filling in certain traps so we could cut them with our fairway or rough mowers.

We had a bulldozer for three weeks and filled in 39 traps on our south (championship) course and 68 on our daily fee layout. Whenever possible we left the traps as grassy hollows contributing to the natural beauty of the courses but so designed that they didn't provide additional problems in surface drainage.

Now these grassed-in traps can be maintained during our fairway or rough mowing. They require shots that in most cases are about as exacting for the play-

ers as the sand shots. In the instances where the filled-in traps may be visited by the long hitters the courses aren't going to be any easier, but the 95-and-over shooters will not be discouraged by vast areas of sand, and their golf will be more pleasurable.

I figure our filling in of traps may save us as much as \$3,000 a year, which is about the minimum amount that could be budgeted to keep these traps filled with sand that blows or washes away and to keep the sand raked and weed-free. To put the needed amount of sand in traps on the championship course would have called for about 2500 yards, and next year we would have needed 700 or 800 yards, at the minimum, for replacement.

Of course it costs, to convert the unnecessary traps to grassy hollows, but the expense is soon offset by the saving and the eyesore of unmaintained traps is eliminated.

Naturally on a historic course such as our south layout which is rated as one of the finest tests of golf in the country, there is a tendency to regard every feature of the course as holy land and not to be altered under any circumstances.

But in going over the trap situation, Al Watrous and I who have seen many thousands of golfers of all scoring classes play the course, were reminded that we seldom had seen any but very high handicap players in numerous traps. At one time there was an inclination in golf course architecture to spot traps where they would further penalize somebody who'd already lost a shot because of lack of distance or because of wildness. To the more advanced way of thinking in golf architecture there is no sense to putting an alleged test of golf in a location where the player will be only because he has not been able to pass the test of getting the ball a reasonable distance and

THE NEW *featherweight*
"8 CLUB SEPARATOR"

*makes EASIER SALES by making it
EASIER SAILING for your players
who must carry their own clubs*

RETAIL
PRICE
\$6.50



*The most comfortable
and practical "dura-
tion caddie" of them
all. It's a joy!*

THESE 4 FEATURES
MAKE THE
PRO ONLY MODEL

A FAST-MOVING, SELF-SELLER

- Weighs under 21 ounces, high grade, durable white canvas with brown trim.
- Full length compartments for 8 clubs. Large ball packet.
- Clubs may be conveniently arranged for quick selection.
- Saves wear and tear on club grips and shafts. Non-collapsible. Sells at a popular price.

"8 CLUB SEPARATOR"

—a PRO PROFIT maker that will give your players lasting satisfaction.

PATENT APPLIED FOR

Send Your Order Today for Immediate Delivery

IT'S EXCLUSIVE WITH—

JACKMAN SPORTSWEAR CO., INC.

14 E. JACKSON BLVD.

CHICAGO 4, ILL.

with fair accuracy off the tee or from a fairway lie.

Spotting of traps as additional penalties to dufters is not good golf, good business, or good treatment of the dispositions of the care-burdened businessmen or factory workers who deserve fair consideration for the money they pay in supporting the courses.

Far too much of the trapping of American golf courses is the result of attempts to imitate the appearance of Scotch seaside courses where many traps were made naturally by the effect of the gales from the sea blowing in onto areas that had been denuded of turf by countless divots. Thus those traps were correctly placed. Now we spend a small fortune—or would if we could get labor—in maintaining traps that catch only unusually wild or short shots.

One of the great golf architects, whose name I do not recall, said some years ago that he would like to be able to trap his courses after watching golfers play his courses for two or three years. Then, he said, he would be confident of almost perfect trapping.

Now, at Oakland Hills we have achieved that practical ideal of trapping based on experience of players.

So we are convinced that a necessity of wartime maintenance has actually improved the design of our courses while reducing maintenance expense and relieving the less proficient golfers of a penalty that curtailed their enjoyment without providing them with hazards, which if avoided, added nothing to their satisfaction or thrill of better scoring.

Sandy Herd Dies

★ Alexander (Sandy) Herd, Grand Old Man of British golf, winner of the 1902 British Open and twice winner of the British pro championship, died in a nursing home at London, Feb. 18.

Herd was born at St. Andrews, April 24, 1868. He worked as a baker's apprentice and turned pro in 1891 when he went to the West Lancashire club to assume duties as "superintendent of greens, charge of caddies and within certain restricted limits to play with members at two shillings, sixpence per round." He later was pro at Portrush, Huddersfield, Coombe Hill and Moor Park.

Sandy won his Open championship with the Haskell ball, being the first Scotch pro to adopt the new type ball which was proving popular in the United States. He finished second in four British Opens, his last second place being in 1920 when he trailed George Duncan's 303 by two strokes.

He made a brief tour of the United States with J. H. Taylor and on that trip endeared himself to American golfers.

Ideal Power Lawn Mower Holds Distributor Meetings

Distributor meetings to chart postwar planning are being conducted by the Ideal Power Lawn Mower Co., in cooperation with the parent organization, Rogers Diesel & Aircraft Corp., 1120 Leggett Ave., New York 49, N. Y. Ideal, purchased by the Rogers organization in March 1943, now has the same executive headquarters as the parent organization.

The first meeting, in New York, was attended by Atlantic seaboard and mid-west Ideal distributors. R. E. Bradley, Ideal's gen. mgr., directed the meeting. Fred L. Hall, Rogers' v. p. in charge of sales, reviewed the history of the Rogers organization and explained the corporation's intention of devoting engineering, research and development facilities to the development of Ideal postwar products. Rehabilitation and expansion of the Ideal distributor group for complete and intelligent sales and service is planned.

Mr. Hall also announced the establishment of an equipment proving ground in the south where accelerated, year-round proving and testing work will be carried on under the direction of competent engineering and maintenance specialists.

Mr. Ralph B. Rogers, president of the Rogers Corp., declared the parent company's intention to build a strong cohesive distributor organization based on a mutual understanding of the problems confronting both the dealer and the manufacturing organizations. A comprehensive market study is being completed which will result in full line coverage in the mower, power brush, snow plow and garden tractor field with a minimum number of models and maximum interchangeability of parts in the interest of lower selling and maintenance costs and longer service life.

Club Managers Act to Prevent Accidents

Managers are taking extra precautions these days to make certain that the limited time their members have for war strain release at golf clubs is free from accidents, according to Bert Warford, pres., Melflex Products Company, Akron, Ohio, manufacturers of heavy duty non-slip safety step treads. Certainly, no golf club wants to be charged with taking a risk with war's urgently needed manpower. While golf club orders are unusually heavy for the beginning of the year, Warford reports their stocks of safety treads are in better shape than in 1943, although in fairness to all they are shipping on a "first come, first served" basis.

Congo SUNHATS

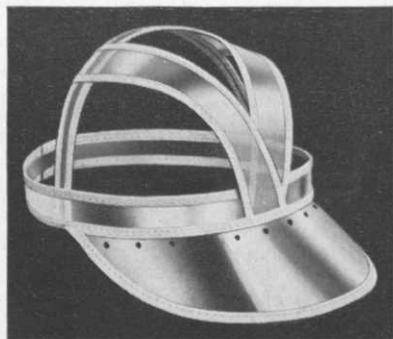
VISORS and CAPS

"Why Under The Sun Don't You Wear One?"



KING CONGO . . . No. 2975

Smartly tailored in top quality light weight water repellent material. Steam blocked, flexible multi-stitched brim, made in light tan only. Sizes, 6 $\frac{3}{8}$ to 7 $\frac{1}{2}$ Retail \$1.75



VICTORY . . . No. 525

A new streamlined model made of green transparent acetate with white or tan edging. A novel design with a victory "V" pattern in front. Gives complete air circulation yet holds hair in place. A favorite for work or play. Size adjuster in the back assures a perfect fit Retail 35c

**Write for Complete
Information and Name
of Nearest Jobber**



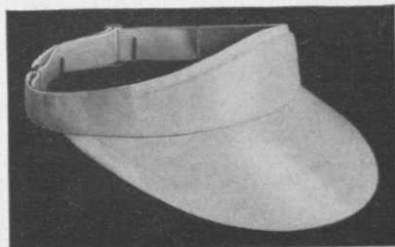
CONGO . . . No. 2325

The new 1944 model in white duck with airy side ventilators, multi-stitched brim, crown band and transparent green acetate eyeshade in front brim. Small, medium, large and extra large sizes Retail 75c



FOREST HILLS . . . No. 395

A smartly tailored cap made of white twill. Equipped with a felt sweat band. A popular favorite of both men and women for tennis, golf and practically all outdoor sports. Small, medium, large and extra large sizes. . . Retail 65c



WIMBLEDON . . . No. 475

Made of white twill with padded forehead shield. Adjustable elastic back assures a perfect fit. The perfected tennis visor for both men and women, also practical for badminton, golf and other sports Retail 50c

THE BREARLEY CO., ROCKFORD, ILL.

Headquarters for Sunshine Headwear

LABOR UP-KEEP WAR RULES Spark CDGA Greens Meeting

★ Hope of solving their most pressing operating problems brought a record turn out of green-chairmen and greenkeepers to the Chicago District golf association's first greens meeting of 1944, at the organization's headquarters, in the La Salle Hotel, Feb. 24. L. D. Rutherford, president, has inaugurated a program of lively follow-up to increase CDGA committee meeting attendance. It proved its value in more than doubling the usual attendance of green-chairmen at the February session and in bringing out a group of club presidents in addition to the consistently large number of greenkeepers. Advance notice of subjects to be discussed streamlined the program, for speedy, productive handling under the guidance of Dr. George LeMire, the district's new green committee chairman.

W. E. Ernst of the Chicago office of Veterans Employment Service high lighted the labor discussion with an explanation of his organization's functions. He suggested the employment of ex-service-men in relieving the acute shortage in course maintenance crews. The Vets' employment department, now operating under the War Man Power Commission has offices in all states, Illinois having 63.

Previous efforts were devoted to obtaining employment for vets of first world war which was difficult because most vets were in higher age bracket and labor plentiful. Today, labor is scarce and the veterans of this war are younger men. They're confused, having heard about the "big money back home," don't know what they want to do, or what they can do. It is the job of the VES to guide them.

The Veterans organization is especially interested in the type of work available at golf clubs because it offers healthful, outdoor employment to impaired but definitely useful men in an environment which serves as a fine tonic for war nerves.

To guide the department's vocational counselors, the CDGA Greens Committee will obtain from questionnaires sent each member club interested the following information: Number of men needed; type of work; hours per day and days per week; wages paid; transportation; housing and feeding facilities if any.

These men are not affected by the regulations governing essential employment and the fact that golf course work is seasonal is not a handicap to their employment.

The greenkeepers pointed out the wide open opportunity for players to do their part in helping overcome the difficulties of wartime golf course upkeep. Most common among the violations of good golf

course housekeeping sighted by the men who have to bear the brunt of the offenders' carelessness are—littering the greens and fairways with waste paper; failure to replace divots; neglecting to smooth over trap marks; dragging spike shoes, bags and flag poles on greens; permitting caddies to swing clubs on tees with the inevitable divot as a result (and players are guilty of this, too) and tramping too close to the putting cup. But that's not all these heedless hackers do. They toss burning cigarette butts on the greens, walk through sand traps, neglect to return their caddie carts and late players move sprinklers without replacing them, bending the hose to do so instead of shutting off the water at the spigot.

The following mowing heights for fairway, green and rough were recommended by the Midwest Greenkeepers Association and accepted as standard for the district: Fairways 1 1/4"; greens 1/4" and rough 2". A standard height for mowing tee turf was not set due to the variation in the type of grasses. It was left up to each club whether or not their players should be encouraged to use pegs to overcome the heavy divot damage or tees at short holes. Ray Gerber, Midwest GK president, reported progress on the practice putting greens being installed by his organization for use of convalescent servicemen at Hines and Downey hospitals, both of which projects were financed by funds from the CDGA Victory open played at Beverly CC, in 1943. There will be more and bigger Victory gardens among the district golf clubs in 1944 judging from the enthusiastic reports being received at CDGA offices. In addition to several new club gardens the increased demand among members whose clubs had gardens last year will boost their acreage between 20% and 25%.

After detailed discussion it was decided to continue the same War Rules which were formulated by the CDGA and followed by most Chicago district clubs in regulating play last year. These recommendations governing wartime play are: 1—Improve lie on fairway only by using clubhead in rolling ball into favorable position. This is to be done within a prescribed area of 1 sq. ft., if possible. 2—A ball in any trap is to be played as it lies. 3—Any member entering a trap is responsible for the footprints made by him. He should see to it that the caddie takes care of same. Traps will be raked once a week only. 4—A divot made by a player anywhere should be replaced by the player or caddie before he leaves the spot where the shot was made.