

# HERE'S THE **GOLF CART** That Sells on Sight

**FOLDS COMPACTLY — EASILY HANDLED**



FOLDS  
COMPACTLY.  
WEIGHS  
ONLY 10 LBS.

## MI-CART Model 8

Easy to demonstrate and fast to sell, MI-CART Model 8 completely folds for storing or for carrying in car. Designed for individual use and ownership, these famous Golf Carts feature: Tripod Design, Wide Wheel Spread, No Tilt, No Upsetting, 3-Position Handle, Perfect Balance, No Axle to Drag, Easy Handling, Light Weight, All-Steel Frame, Baked Enamel Finish, Cad Plate Trim, **\$19<sup>95</sup>** Large 8" Disc Wheels, Solid Rubber Tires. Only

## MI-CART Model 9

The smartest Folding Golf Cart on Wheels. Same features as MODEL 8, but with BIG SUPER-DELUXE 9" x 1.75 BALLOON TIRES. TO DISPLAY MI-CART MODEL 9 IS TO SELL IT ON SIGHT. Only **\$22<sup>95</sup>**

**DEALERS:** WRITE OR WIRE TODAY FOR ATTRACTIVE DISCOUNTS. IMMEDIATE SHIPMENT FROM WAREHOUSE STOCKS. FACTORY WARRANTY. PACKED 6 TO A CRATE. PRICES MAINTAINED.

**NEW**

## 2 RENT-A-CARTS THAT STAND THE "GAFF" BRING IN THE PROFITS

**FREE  
INSURANCE  
ON ALL  
MODELS**

against loss from fire, theft and other hazards for 1 year from date of purchase.

**MODEL 10**—A sturdy, all-steel, tubular frame husky Golf Cart designed for rental purposes. Weather-proof, baked enamel, extra heavy, weather-proof straps and new, improved easy to use clasp. Straps not only hold bag securely but cushion it as well. Equipped with big, 10" disc wheels and wide-tread solid rubber tires . . . . . Only **\$16<sup>95</sup>**

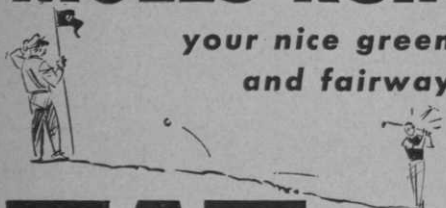
**SUPER-DELUXE MODEL 11**—Same outstanding features but equipped with BIG SUPER DELUXE 11½" STEEL DISC WHEEL AND EXTRA WIDE BALLOON TYPE TIRES . . . . . Only **\$19<sup>95</sup>**

**MI-CART DIVISION**

**NATIONAL CART CORPORATION**  
234 EAST COLORADO • RYAN 1-6545 • PASADENA, CALIFORNIA  
AMERICA'S LEADING CART MANUFACTURER

# Don't tear your hair when MOLES RUIN

your nice greens  
and fairways



# TAT MOLE KILLER

has a 10-year record of acceptance as the only positive mole killer, effective at all times. Bait consists of whole, raw peanuts, specially colored and impregnated with Thallium Sulphate. Placed at intervals of 10 to 12 feet in mole runs, it quickly kills these turf-destroying pests. If your Dealer cannot supply you, write direct.

O. E. LINCK CO. INC. MONTCLAIR, N. J.

## REFINISH OLD GOLF BALLS?

Yes, you can restore the finish on those long range natural rubber golf balls with a Trojan Refinishing Kit. Trojan Refinisher provides a gleaming, pure white film that is guaranteed not to check or crack off. Just as effective on synthetics.

Refinishing process is quick and easy—1. Clean 2. Dip in Refinisher 3. Dry and Polish.

Professional Size Kit with complete equipment and enough Refinisher for 300 balls—\$4.95. Order direct from this ad or write for more information. Shipped C.O.D. or enclose check. Satisfaction guaranteed or money refunded.

TROJAN SPECIALTY COMPANY  
TROY, OHIO

occupancy . . . Cost of building this perfectly conditioned 9-hole course was paid by Ribbentrop's brother-in-law, Willy Schniewind . . . St. Andrews newest course, which will open June 1, is built on land the sea washed in . . . Andrew Nicoll, St. Andrews Town Council's head greenkeeper, with never more than 6 men, built the new course during the 6 war years, to the plans of Willie Auchterlonie . . . The course is 6770 yds. and can be stretched to more than 7000 . . . One feature of the course is masterly use of dunes in providing vantage points for tournament spectators in years to come.

Commander Roe, sec., British PGA, announces there are no more vacancies on this year's British pro tournament calendar . . . Fred Corcoran, PGA Tournament Bureau mgr., says he's had to turn down 37 requests for American pro tournaments because of lack of available dates.

Henry Rauff, pro at Hamburg (Germany) GC now is giving free lessons to Allied army men . . . Rauff was with a Nazi anti-aircraft outfit in the war . . . He is quoted in Golf Monthly of Edinburgh as confessing "he was a bad marksman and never tried to hit a British plane." . . . Oh, ja?

Twin Ponds GC, New York Mills, N. Y., will open June 1 under new ownership of Girmonde Bros., Utica, and Ted Morgan, Miami, Fla. . . . University City, Mo. (St. Louis suburb) to spend \$93,000 to enlarge Ruth Park course to 18 holes . . . Millbrook (N. Y.) G&TC clubhouse rebuilding after fire damage . . . Bob Sutherland is new gkpr., Meadowbrook CC (Detroit district).

Thomas P. Boland, mgr., Detroit's munny Chandler Park course, is in his 23rd year with the city's 25-year-old municipal course organization . . . George W. Milnes, out of the army, returns to Galloping Hills, Union County (N. J.) Park commission 36-hole layout as mgr. . . . He was gkpr. at Galloping Hill before the war . . . Dan Kenely is in his 11th year as pro at the

\$7.50 EACH

F.O.B. CHICAGO



Now Available!

## SANITARY RUBBER FOOT BATH TRAY

Prevents Athlete's Foot

Constructed of especially compounded solid rubber that provides long wear and non-slip features. Will not creep on wet floors. Sanitary, roomy and extremely practical. Will resist inroads of antiseptic solution.

Indispensable in shower rooms and swimming pools. Diameter 19 inches. Height 3½ inches.

JUDES RUBBER WORKS, Inc.

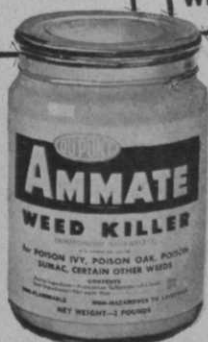
4107 W. KINZIE ST.

CHICAGO 24, ILL.

"I PICK MY  
WEED KILLERS,  
TOO," says I



IN THE ROUGH I USE  
AMMATE TO KILL POISON  
IVY, WOODY GROWTHS  
AND WEEDS



ON THE FAIRWAY I USE  
KARMEX TO KILL WEEDS  
WITHOUT HARM TO THE TURFS!



**AMMATE\***, the old stand-by! Permanent-ly kills poison ivy, poison oak, choke-cherry and other woody perennials (good for clearing brush or second growth). Also, kills perennials such as Johnson grass and milkweed as well as many annuals and noxious grasses.

Kills both foliage and roots. Only temporary soil sterility. Applied as spray by hand or power, or applied dry, mixed with sand or other inert material.

Only  $\frac{3}{4}$  to 1 lb. of AMMATE in a gallon of water will kill 100 sq. ft. of poison ivy. In jars of 2 or 6 lbs.

**KARMEX\*** (formerly called STROY) is brand new! It's a selective weed killer—an entirely different form of 2,4-D in handy tablets for real convenience.

Doesn't harm turfs of blue grass (Canadian or Kentucky) and Bermuda grass. (Not recommended on bent grass.) Especially effective against dandelions, narrow-leaf plantains and broad-leaf annuals; many other annuals and perennials.

One tablet in 2 quarts of water covers 100 sq. ft. Tablets dissolve completely in 5 minutes. Spray by hand or power. Jars of 25 or 100 tablets.

E. I. du Pont de Nemours & Co. (Inc.), Semesan Division, Wilmington 98, Delaware

\*TRADE MARKS

KARMEX—U. S. PAT. NOS. 2,322,761 AND 2,326,471

PLAY IT SAFE, USE

DU PONT  
MADE IN U.S.A.

WEED KILLERS

ORDER STOCKS  
TODAY FROM  
YOUR SUPPLIER

courses . . . Feeding Hills CC, Springfield, Mass., has been sold to localites Al Keinath and Bill Prindle . . . Course and clubhouse to be improved.

Laurence Brook (N. J.) GC sold to Albert N. Roemer and Mitchell A. Orens of Paterson and Joseph L. Busch, Tenafly . . . Art Porash is club's new pro . . . Utica, N. Y., Park Board named 7 men and one woman golfer as commission to manage Valley View many course . . . Foster course south of Seattle, Wash., finishing new clubhouse . . . George Kloster, new gkpr., Rice Lake (Iowa) GC . . . George Beall, new mgr., Hyde Park CC (Cincinnati district).

Junior Chamber of Commerce pushing for many course at Great Falls, Mont. . . Detroit (Mich.) GC considering construction of 8 underground bowling alleys . . . Country Club of Detroit is only other country or golf club in that district having its own alleys . . . Mass meeting at Tyler, Minn., assures financing of many golf course.

Danny Williams, N. J. pro veteran, goes to the very fine Knoll Club, Boonton, N. J. . . . Carl Jehlen is Knoll's new mgr. . . . Navy is going to sell the Lido CC . . . 14 of Lido's excellent holes still can be restored but the 4 near the clubhouse were

levelled . . . Engineers Club, Roslyn, N. Y. reported for sale at \$300,000 . . . Englewood (N. J.) again will operate on fee basis this season . . . Englewood, like numerous other courses near larger cities, will be subdivided when building becomes normal.

V. J. Vigliotti, for 19 years gkpr., Deepdale Club, Great Neck, L. I., N. Y., has become course supt. at Westchester Hills GC, White Plains, N. Y. . . . Vigliotti was pres., Long Island Golf Course Supts. Assn., for 2 terms . . . Metairie CC, New Orleans, to add \$135,000 clubhouse wing . . . Winged Foot GC (N. Y. Met district) to revive John G. Anderson Memorial Best-Ball tournament.

Fay Coleman named pro at California CC, LA. . . Western Turnpike GC, closed during the war, is being reopened. . . It's owned by Stephen and Jessie Satoski, brother and sister. . . Philadelphia district PGA members plan to meet every two weeks during the spring in a teaching clinic. . . Herman A. Lewis, for 20 years mgr., Wilmington (Del.) CC, is new mgr., Quaker Ridge CC, Scarsdale, N. Y. . . . A. M. Lucha is new mgr. at Wilmington. . . Charley Arena out of Army, is pro at Woodcrest CC, Haddonfield, N. J.

Charley Oremus now mgr., CC of Toledo.

## BIGGER PROFITS!

Quantity production permits us to allow a generous profit to our dealers. Write for discount information. Exceptionally high quality and precision craftsmanship backed up by national advertising in Esquire and the Saturday Evening Post make the Wagner Golf Cart easy to sell.

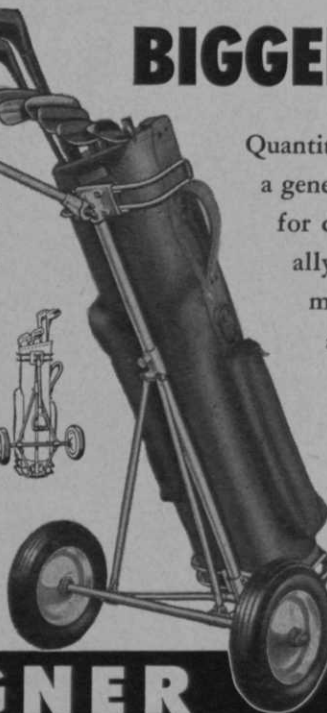
**\$24.95** LIST PRICE

Send for free, colorful folders to distribute — they'll help you sell

**PAUL G. WAGNER CO.**  
2877 East Washington Boulevard  
Los Angeles 23, California

- **ADJUSTABLE HANDLE**  
gives proper balance
- **DURALUMIN**  
Aircraft construction
- **LIGHT—ONLY 9 LBS.**
- **BALL BEARINGS**
- **FOLDS COMPACTLY**
- **BALLOON TIRES—**  
need no inflation
- **FULL GUARANTEE**

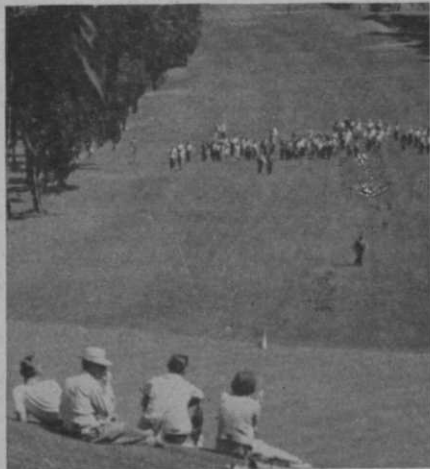
Manufacturers of highest quality metal products for 27 years.



# WAGNER

# GOLF CART

# Jackman Sportswear



has helped hundreds of pros establish a reputation for unerring good taste in bringing smartness and comfort to the American golfer.

Our new catalog presents for modern pro shop merchandising the finest in apparel and accessories for golf and outdoor sports.

REN SMITH, *President*

**14 EAST JACKSON BLVD.  
CHICAGO 4, ILL.**



"Horton Smith" Golf Wear • "The Golfershirt" • All-Weather Jackets • Headwear • Sports Sox • Gloves • Accessories • Leisure Coats • Haberdashery • "8 Club Separator" • Golf Bags • Golf Carts • Tournament Prizes • Plastic Shower Clogs • "Golferscap"



## PROS! Easy Profits

You can easily sell these high quality golf shoes at attractive profit without troubles of overhead, stock, or delivery.

Just put one pair of these shoes on your counter and watch the orders pour in. They're high grade throughout. Right-weight top quality oak soles...replaceable Phillips Screw-in spikes. Send coupon below for information on our exclusive protective deal for golf pros which insures easiest and quickest earnings with no trouble or costly overhead.

### NOTICE

These shoes will be sold through golf professional shops exclusively.


CORCORAN INCORPORATED  
Stoughton, Massachusetts

Send me complete information on how I can make extra profits with your high-quality golf shoes.

Name \_\_\_\_\_

Club \_\_\_\_\_

Address \_\_\_\_\_ 6

**Send Coupon Now**  **for complete information**



# Worthington's

## NEW



Exclusively Pro  
Synthetic Rubber  
**GOLF BALL**

## Tops in Its Class

FOR 42 years we have made golf balls exclusively—millions of them. In turn, millions of average golfers, and the par shooters in both Pro and Amateur ranks, have chosen to play Worthington balls year after year, because they excel in performance and durability—and therefore in value.

Whatever material, specification or construction was required at any particular period, Worthington Golf Balls have ranked tops. This is true now, as it has been since 1904. Our new Exclusively Pro (Tuffball) Synthetic Rubber Golf Ball is tops in its class.

*Quantities are limited. For information write or telephone, Elyria 2361.*

**THE WORTHINGTON BALL COMPANY**  
ELYRIA, OHIO

# WORTHINGTON

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

## American Courses in "Almost Too Good Condition," Says Briton

By **STANLEY ANDERSON**

(Columnist of Golf Monthly, Edinburgh)

**W**HEN I arrived in this country in December I came from a tired and exhausted land and from a much knocked about but not defeated London. It is not my first visit to the States, I was here 10 years ago, but then I came on a holiday and with no serious intentions except to enjoy myself. This time, my visit is for another purpose. I have come to write articles for the British press on the American way of life. This has kept me very busy and I am greatly enjoying studying the psychological difference between our two peoples. However, everyone must relax occasionally and this I have done as often as possible on the golf courses of the West Coast.

I do not suppose that anyone, unless they have experienced playing golf in Great Britain and in the States, can possibly realize the great difference that exists therein. From every standpoint the sport is not conducted in the same manner. From

a business viewpoint alone there is simply no comparison. Golf in this country is a real business. Those who make their living out of it see to it that it is, and conduct it in a very businesslike way. The club-houses are like fashionable hotels. In England they are more like country inns and they have not half the conveniences that you have. The professional in this country holds the social position that he should. He is virtually a member of the club and granted the privileges that go with it. In Britain he is a servant of the club and is not considered anything other than that. This, of course, is quite wrong and will eventually change.

In my book which I have just completed on life in America, I've given over a whole chapter to the much debated subject of class distinction. I have never heard of an American professional leaving his country and going to Britain to make his livelihood, but there are many cases the other way

The "wild and woolly" natural look of characteristic British courses would appal many American players who want the rough eliminated. Note the near border of the 14th at St. Andrews. No notion of "winter rules" softening shows here.





Back of this crowd rushing to the 4th green at St. Andrews you can see enough to give you an idea of the uneven terrain of fairways at the famed course. Wind and fog sweep from the sea in the background. Hardy people, those Scots.

around. The reason is obvious. Here the professional is free, he makes his business pay well and he is on the same footing as anyone else. The whole system, from the caddie to the manager of the country club, is excellently worked out in this country and though golf here can be very expensive, there are plenty of public courses where the not-so-rich can play in comfort and at ease.

#### U. S. Course Condition Amazes

A great deal more money is spent here on the upkeep of the courses than in England and in my private opinion they are almost in too good condition. For that reason, I do not think that Byron Nelson or any other American professional will win the British open championship at St. Andrews this July.

The Royal and Ancient have kept their course in good condition, but the climate in Scotland is very different from yours over here and the powers that be in that august city do not water their greens. There can be no pitching up to the hole and stopping

as there is over here. American entrants will find the going tough. The fairways are undulating and the greens true and hard as rocks. It may, too, be a shock to some of them to learn that St. Andrews only has 12 greens—6 out, 6 in. That may sound extraordinary, but some of the greens are so large—sometimes half an acre—that they serve 2 holes. It will be confusing at first, but no doubt they will remember that when Bobby Jones appeared at St. Andrews early in his career, he announced it was the worst course he ever saw. However, later he came to love it and said it was the greatest golf course in the world.

#### Suggests American Promotion

Most Americans, like any other sensible people, like to make money, but the American business man has so far not thought of going to England to promote a real money tournament. The prizes that the golf kings here make are colossal by our standards and make our professionals'

*(Continued on Page 72)*

The hillocks and pits that provide testing shots for the player who wanders off line, and even the contour of the comparatively level 10th green at St. Andrews are "nature in the raw" to furnish real golf.





# Plan Service on Study of Members' Needs

By **ALEX G. McKAY**

Pro-Greenkeeper, Cherry Valley Club, Garden City, N. Y.

**W**HILE pros are talking about what merchandise sales volume we'll have this year—if we can get the merchandise—has it ever struck you that much of the estimating of the sales volume is entirely by guess?

Guessing, even expert guessing, is no basis for a successful business.

What each pro should be doing right now is making the most complete analysis of his market that ever was made. Member by member he should go through his entire roster figuring what his club members need. Then figuring what they can afford is another proposition.

There is no place for high pressure selling at a golf club. The pro wants them to buy, willingly, and wants to supply them what they need. The successful policy of pro shop selling is getting them in a mood for buying and interested in having their equipment good. Members don't come to a private club to be sold anything. They want to buy of their own free will and when they please. The secret of attaining good sales volume in a pro shop lies in so choosing and displaying your stock that the member is often tempted to buy. It takes a smarter man to do that than is required for selling by high pressure. The pressure will work on a golfer once. The next time his guard is up.

In more than 30 years in the golf business I have found that the way to get a high and steady per cent of my members' total golf sales is by making it pleasant for them to buy from me and by giving them complete confidence that if their equipment is in good condition I'll say so.

But I, like each of my members, am in business to make money. I would not be serving my members or doing myself any good by being so soft in selling that members who happen to have the urge to buy clubs would go someplace else simply because I honestly felt that what they have is O. K. for them, for the time being.

## Individual Analysis Required

Consequently I must know more about each member's equipment than the member knows. That's not something that I can do offhand. I have to look over and make a record of the equipment of each member and the condition of that equipment.

It's not a job that can be done by casual inspection of the bags and their contents.

Every pro, having in mind the game of each member, can tell by feel that after 5 war years, many of his members are playing—or trying to play—with clubs that haven't the right weight or shafts for them. In 5 years the muscles and swings of a lot of our members who have the most money to spend for properly fitting equipment have changed enough to make new clubs advisable.

Let's look at it this way: The reason the club has a competent pro on the job is to supply authoritative advice on the right clubs for each member. That's part of what the member pays for when he joins the club and pays his dues.

So, if you haven't a record of your members' equipment that prepares you to recommend what the player really needs you are not entirely on the job for the club. The fact that such data will make considerable money for you in increasing sales certainly should give you an additional spur in compiling such records.

How are the members' bags? Many of them are at least 10 years old and looking rather shabby. You'd also probably be surprised to see just what a thoughtful survey would disclose to you about the member as a possible purchaser of a lighter bag, either because of smaller caddies or the caddying he may have to do himself when the supply of boys is short at your own club or at clubs he may happen to visit.

Golf shoes are badly worn and the styles have changed. And other golf apparel such as you may sell at your shop will have a bright sales appeal in outfitting members for the first postwar year.

It'll be more difficult for you to make a fairly exact study of what apparel needs of your members are than it will be for you to determine what their needs will be in clubs, bags, balls and shoes—and possibly raincoats. But one thing is sure, you'll be able to order on a much better basis if you consider your members' possible needs individually than you would be just by making a stab at trying to re-adjust wartime orders of what you could get, to the new and different buying conditions of peace.

## New Members' Needs

Another thing that makes a careful study of your members' equipment particularly important this year is that you



Andy Legakis, assistant pro and Alex G. McKay, Cherry Valley pro.

probably have a fairly large number of club members who have joined in the war years and who haven't had an opportunity to buy pro-fitted equipment. It could be that one of the reasons these new members joined the club is because you're the club's pro and they expect more and better service from you than they got before they joined. That means you've done your job well and your older members have been your good boosters.

You've got to show these new members something better than they've been accustomed to in pro department service or you're not holding up your end of the club.

At Cherry Valley our membership has increased greatly. Some of the new members are beginners in golf. One of my great responsibilities at the club is seeing that these new people are started right and on such a friendly and helpful basis that after every lesson or every round of golf they are happy that they joined our club rather than any other club in the world.

We who have been in pro golf quite a while are pretty well aware that golf instruction methods generally have changed just as much as golf equipment has. Perhaps more. Our instruction is an art as well as a science. The science part of instruction doesn't change except as equipment construction and design changes, but the art part of instruction has been changing rapidly. We don't need to be ashamed of having an art in instruction that differs from our methods of 10 years ago. The world's greatest artists in other fields change and develop.

I always am on the lookout for new ideas. If I happen to see some artistry or application of science in instruction that I can appraise as an improvement over the way I have been teaching I don't see any reason why I am adding to or protecting my own good reputation as an instructor by refusing to accept the idea just because somebody else did it first. By my adopting it, my member gets not only the value of my own services but of the other pro's research. My whole

profession is built up and I certainly haven't knocked myself down any. What I want is my pupil to score better and if I can get an idea from some other pro that helps me do my job for the pupil, I'll grab it in a second. Furthermore I don't mind a bit volunteering to my pupil that one of my pro friends—whose name I'll mention—used the method successfully.

### Good Assistants Essential

I expect this to be a very good year for lessons. I've hired an assistant who is well qualified to help me handle these lessons. That brings up another point in member service that the pro would do well to check on as he starts his season; his assistant. Good assistants are hard to get. To be perfectly frank about it some pros haven't wanted especially good assistants. They've had the suspicion the assistant might be trying to displace the pro. But look at fine pros who have been assistant to veteran masters who've been on the same job 20 years or more. The old masters have made the kids fine pros. The reputation and job security of veteran pros have been strengthened by their record of taking in and developing superior young professionals.

When you're checking your members' equipment, check your own important equipment in your assistant and shop boy, and if the caddies are part of your responsibility, your caddie-master. Have you gone over with them exactly what you want them to do? You can't expect them to be mind-readers or to know as much as you do about the club's requirements. Many times we've all seen kids come into clubs as assistants because they liked golf and thought they'd get a lot of time to play. They should have more deliberate education from the pro for whom they're working.

We've talked a lot in pro golf about pro educational courses yet we generally have been woefully neglectful in the studied training of our assistants.

In this shop end of our business club-cleaning has deteriorated during the war. Good club cleaners are hard to get for what we can afford to pay. Club cleaning must be restored to prewar standards. The club cleaning income is something that we must protect by giving results that show obvious value for the money spent. We just simply can't afford to have our members annoyed by loose wrappings or other minor flaws and carelessness that the club cleaner should detect and correct.

Still another important thing for the pro to look into carefully as this season is dawning in the larger part of the country is the caddie situation. During the war the boys became accustomed to caddying double. They don't realize that the bonanza days are over and they'll have to

(Continued on Page 74)