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## DIXIE DIVOTS

By GENE DAHLBENDER

★ BOB JONES has returned from South America. . . . Charley Miller is new pro at Druid Hills GC at Atlanta and doing mighty nice, thank yo' all, at the club. . . . The lively veteran George Norris, Southeastern PGA pres., is back at his old job at Idle Hour CC in Macon, Jawjah. . . . Joe Burch is back from the war and on his old pro job at Mobile CC, Spring Hill, Ala.

Golf in Florida this winter will be bigger than ever before, that is a sure enough cinch, according to men who've checked into the situation. . . . Better tell your members to make their Florida reservations early, or it'll be like trying to get into hotels in New York or Chicago, or in Detroit during World Series games. . . . However, with Florida's balmy winter climate, who's going to complain about sleeping beneath the stars, and having bathing beauties come around and tickle you in the ear to wake you up?

Hoke Cooley, who was pro at the Griffin, Ga., GC is one of the southern pro golf's gold stars. . . . In place of Hoke, who was killed in action, Charley Kane is Griffin's pro. . . . Howard Beckett, who's been at Capital City GC, Atlanta so long the folks around town say he taught Scarlett O'Hara, is being congratulated on the magnificent condition he's had his course in all season. . . . Howard looks younger every year and can teach a lot of the bright young boys how to make every minute around the club produce something good for the club and for the pro's own business.

Tommy Wilson, pro at the Brunswick, Ga., CC has done such a grand job for the club the members recently had a Tommy Wilson Day and presented him with a \$500 war bond and a gold watch. . . . Pros and salesmen are going to have to share the headache of the distribution of the clubs that can be made this winter and next year. . . . Operating at full capacity manufacturers probably won't be able to supply market demand for better clubs. . . . Oh, well, who's going to complain about the problems of peace and prosperity? . . .

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**January 29, 30, 31 and February 1, 1946**

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This is our first conference and show since February 1942. Great strides have taken place in the turf industry and this meeting gives one the opportunity for catching-up on important phases of turf production and management thru the educational conference; to see and discuss with manufacturers and distributors the equipment and supplies on exhibit; and to meet with old and new friends in the exchange of ideas covering your work.

**Mr. Golf Club Official:**

Do not overlook the importance of this meeting. Have your greenkeeping supt. attend. His expenses to this conference and show are a legitimate charge against your maintenance budget. His attendance will pay **DIVIDENDS** to your club.

For Details regarding Exhibition Space, Hotel rates, etc., write today to:

**The GREENKEEPING SUPERINTENDENTS ASSN.**

A. L. Brandon, Executive Sec'y,  
P. O. Box 106, St. Charles, Illinois.

*Due to the increased cost of holding this meeting, a registration fee of five dollars for members and ten dollars for non-members will be charged. Non-members who desire and can qualify for membership—five dollars will be credited toward first year's dues, which are ten dollars yearly.*



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# Play and Finances Strong in 1945 Golf

By HERB GRAFFIS

THE LAST year of the war found American golf probably in sounder financial condition than it's been any other year since it became big business. No comprehensive figures have been compiled on amount of play in 1945 but reports from representative private and public courses in various sections indicate probability of approximately 70,000,000 rounds being played. That's several million rounds ahead of the average prewar year, notwithstanding a wartime loss of about 8 per cent in courses. There's no way of checking play figures against ball sales as there was before the war.

Unquestionably the two major factors accounting for unexpectedly large play were increased wages and war workers' need of outdoor recreation. The inflationary factor of increased wages and profits might have been a wee bit eased by the consumption of funds for golf, but not enough to amount to anything. The fear that income taxation would bear down so hard on the country club set they wouldn't be able to afford clubs was proved to be groundless. Golf club initiation fees were restored, dues were raised and still waiting lists formed. Public and privately-owned fee courses where fairly well located, got substantially more play than they did in 1945.

Real estate operators began acquiring courses in metropolitan areas looking forward to the postwar building boom.

Maybe workers' play accounted for somewhat easing tension that has figured conspicuously in labor-management controversies. Considerable of that wrangling is war-nerves and jockeying for postwar position. However, it's apparently plain to golf that there's a favorable situation for the game in a condition that gives workers ample income and leisure consistent with efficient production.

The labor situation caused golf club operation less trouble than in 1944. Labor was slightly easier to get for course and clubhouse work. And it was of better type. But it became increasingly obvious to golf club officials that they were going to have to have health, accident, death and retirement insurance policies to get and retain the sort of help they expect.

Last year was a mortgage-burning year at many clubs. With the need of postwar repairs, extensions and improvements confronting many clubs the situation now is that golf clubs generally have more cash than they used to have credit. Inability to spend probably accounted as much for this favorable position as did increased income.

Beyond all expectations was clubhouse business at many metropolitan district clubs. Rules prohibiting guests except one day a week were enforced at a number of clubs. The domestic help and food supply conditions sent thousands to the country clubs regularly for dinners. Rationing on many foods ended just about in time to save managers from mental and physical collapse.

Need for clubhouse repairs and kitchen replacements become acute. But again, when you have to do without, that's just what you do, regardless of how a manager winces at comparing his operations against his pre-war standards.

Managers, like many other shoppers, are figuring that revision of the profits tax schedule will release considerable goods in 1946 urgently needed for their clubhouse operations and maintenance.

## Course-Pinching Shows Up

Most-discussed development of 1945 in turf maintenance was the work in weed control with 2,4-D.

An amazing feat has been the way in

which greenkeepers have kept up their courses during wartime despite shortage of labor, equipment and some supplies. Golf course machinery in most clubs is about at the end of the line. Repairs have virtually remade much of the machinery that has been harshly handled by the type of labor available during the war. Now that new machinery is in sight, substantial advances in course maintenance equipment are anticipated.

One thing the greenkeepers are expecting is that golf will return to its fundamental principle of playing the ball as it lies, instead of playing the wartime version of winter rules. That practice of putting a ball on a preferred lie has lost, for many players, the knack of really playing golf, so competent observers say. With the trend now due to swing the other way there's bound to be more of a premium on maintenance of excellent fairways.

A great deal of new construction work is certain. Much of it will be that of building new courses, but the greater volume in 1946 will be of remodeling greens, traps and tees for machine maintenance, better drainage, etc.

Possibly most players don't appreciate it but there is a lot of difference, in the eyes of the expert greenkeeper, between the wartime standard of course maintenance and the pre-war standards at the better clubs. The greenkeepers expect that the pre-war standards will be restored rapidly by clubs that are intent on preserving highest reputation and strong positions in competing for members.

### Pros Hard Hit

There wasn't nearly enough merchandise available in 1945 for a pro to make much of a living, although the smart businessmen pros went in strong for accessories to try to keep up a shop volume. Pros heard about the army and navy getting clubs and balls for shipment overseas, then heard from their sons or younger pros that the playing equipment didn't get overseas in quantities that compared with the orders the military placed. The pros will be looking to see if these military clubs finally wind up in the "army goods" stores. The clubs haven't been going in adequate numbers to the military hospitals in the U. S. as near as can be learned.

Lessons were popular last year. Many pros reported bigger lesson business than they've ever had before. There was a

fairly large volume of lesson business from executives who couldn't get away from work to play many rounds but who got their exercise on the lesson tee.

The latter part of the year the foresighted pros busied themselves arranging to get clubs for 1946. Chances still appear to be that delivery of the better clubs will be fairly closely rationed well into next year. The synthetic ball got enough play in the later months of last year to prove that for most players it was quite satisfactory.

The pro employment situation has been changing extensively with many fellows coming back from war service. There have been some bitter complaints by pros that they couldn't get their old jobs back notwithstanding the GI Bill of Rights' supposed guarantees.

A particularly noticeable trend in 1945 was revival of activity in establishing golf clubs in the smaller towns. Many small clubs that were abandoned when young men went away to war were restored to play last year in preparing for the return of the golf-minded lads.

Training at southern U. S. military establishments and duty at airfields near British courses brought legions of young Americans into golf play for the first time. A big job for golf in 1946 is that of crystallizing this new golf interest into permanent addiction. Some careful authorities who've considered the golf situation believe that this war veteran interest, plus the war workers who got into golf, and proper development of junior golf, can double today's 2,250,000 regular golfers by 1950.

Indications of a shortage of golf courses became unmistakable in some localities last year. At present American golf courses can handle about 1,500,000 golfers per day. Most of the golf architects now have about all the new course work they can handle. You're lucky to be able to get any one of the better known architects to consider taking on any job for course alterations; they're all that jammed with work.

Tournament golf, featured by Nelson's spectacular record, shared in the amusement business' flood of 1945 income. Return of Snead, Hogan and other pros from war service, added competitive interest to the fields. Prospects of stiffening amateur competition for the pros appeared in performances of Fred Haas, Jr., Lt. Cary Middlecoff and Warrant Officer Bob Stranahan, Jr.

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14 • 31

# Factors in Planning the "Perfect Clubhouse"

By **BENJAMIN GELLER**

Manager, Fresh Meadow CC, Flushing, N. Y.

**E**VERY MANAGER dreams of what the perfect country clubhouse should be not mainly because of the labor and worry it would save him but more because of the money it would save the club in providing the standard of service and efficiency for which every able manager strives.

We've had, during the war years, new conditions that may forecast the pattern of factors that will govern highest class country club operation from now on. The reduction in the type of help traditionally associated with fine club operation has made it necessary to consider the possibilities of clubhouse design in maintaining the high old standard.

My conviction is that a country club must have, as the basis of its appeal to a desirable membership, the atmosphere of a hospitable household of well-bred people and less indication of service problems than the members' homes have exhibited during recent years. This, of course, I realize, marks me as an incurable optimist and idealist, but there is no rule against trying.

In view of the changing status of the human equation in clubhouse operation managers and club officials must thoughtfully consider the possibilities of clubhouse design that will facilitate operation to the standard the manager wants to maintain. I've thought of some elements that should be in my ideal of a clubhouse, and here present them for whatever help or suggestion they may supply to others interested in attaining the peak of clubhouse operation.

**Entrance to Clubhouse.**—There should be a porte-cochere, or similar construction, which will enable members or guests to enter the clubhouse during a rain storm without getting wet. Adjacent to the entrance should be storage space for an umbrella that could be used by page boy, should the occasion arise.

**Front Lobby.**—It should contain a small office or counter, together with the switchboard. This will serve as an information desk.

**Receiving Department.**—Provision should be made for a receiving storeroom close

to driveway, so that all deliveries will have easy access. There should be an accurate scale in this department, for the weighing of food and other supplies, where price is dependent upon weight. The storage of food products should be placed as close to the kitchen as possible. Provision should also be made for empty bottles, to be included as part of the receiving department store-room, since control must be kept of deliveries at that point.

**Liquor Store Room.**—This should be constructed as a separate unit and may be included in the same store space as provided for canned goods. However, it is important that liquors should be kept under SEPARATE LOCK AND KEY.

**Locker-Room.**—It goes without saying that the construction of any locker room should be made towards permitting as much light and air as possible. Storage space should also be provided for bath towels, individual towels and other linens required in this room. In addition, a part of the locker room should be set aside for the cleaning of members' shoes and the layout of the room should be such as to provide for equipment required. If a barber shop is considered it is advisable to have this adjacent to the shower room.

**Kitchen.**—The volume of sales in almost all country clubs is based principally on the weather. It is important that provision be made for the storage of perishable foods, purchased and not used. This can be best accomplished by the installation of a freezer unit which will prevent spoilage. Another feature of this installation would be a guard against price fluctuations, resulting from market conditions. This freezer should be placed adjacent to the kitchen, so that the chef would have easy access to it. The kitchen itself should be subdivided into three sections:

- A—Salad and sandwich section.
- B—Stoves.
- C—Pastry chef.

I believe that it would be practical to have this equipment arranged in the form of a "U". Each section should have its own provisions for the storage of china required at that point. The center of the

kitchen should have plate warmers and the kitchen should include work tables, chop blocks and other equipment, such as broilers, dough mixer, coffee urns, potato peeler, pastry oven, french fried slicing machines, etc.

The pantry should be adjacent to the kitchen, providing for dishwashing machine and storage closets for various types of china required. It is necessary that the dining room or grill should be adjacent to the pantry or kitchen. If it is the desire to construct a dining room to accommodate 150 to 200 persons, it is essential that the construction be such as to provide additional space for extension of the dining room, where a party is served which is in excess of the number which the room ordinarily accommodates.

Another important matter, in my estimation, is the providing for sufficient outdoor space for the storage of garbage cans, etc., to be constructed in such a way as to eliminate the possibility of odors, although arrangements should be made for garbage removal as often as possible. This space should include a small locker for scouring powders, scrubbing brushes, disinfectants, and there should be a water outlet.

In the construction of employees' dining room, which may or may not be on the street floor, it is important to keep in mind that a dressing room should be provided for all extra help, to enable them to change without the necessity of going through any other part of the clubhouse. I have particular reference to excluding them from the use of rooms which have been assigned to steady employees.

**Ladies Locker-Room.**—The construction of the ladies' locker-room should include the locker-room proper, lounge rooms, shower and tubs, maid's room, work room, and storage for household linen. In addition, it is suggested that a safe be installed to hold valuables of the ladies, while they are playing golf. This will eliminate the necessity of making such provision in the front office.

Where the Ladies' Locker-Room is on the upper floor, it is advisable that a small lounge room be provided for on the main floor, with toilet facilities, etc.

**Front Office.**—The Manager's office should be adjacent to the front office to facilitate his being available at all times. It is also suggested that the bookkeeping office be on the ground floor, so that any questions by members with regard to their charges can be easily adjusted by the proper persons.

**Bar.**—Bars should be provided for in the dining room, grill room and men's locker-room. Where the dining room and grill room are adjacent, one bar would be sufficient.

**Pantry.**—The pantry should provide a series of racks adjacent to the dishwashing table to provide for the holding of trays of soiled dishes. I have found it is the usual tendency of a bus boy, when clearing a room after a party, to place his tray at ANY point available, and the result is that trays are placed upon trays, and excessive breakage results. Where such racks are available, a bus boy can be instructed to place trays with soiled dishes on these racks until the dishwasher is ready to wash the dishes and glassware.

**General Information.**—As the service in a clubhouse is quite similar to the average home, the housewife's complaint is always lack of sufficient storage space and it is, therefore, suggested that the construction of the entire Clubhouse be such as to provide ample storage space for each department.

**Summary.**—The main floor of the clubhouse should include front office, manager's office, cloak room, lounge, sun porch, dining room, grill room, pantry, kitchen, locker-room and ladies' dressing room.

The second floor should include ladies' locker-room, employees' rooms, solariums, etc.

Basement should include furnaces, hot water boilers, store rooms and employees' dining room.

The entire clubhouse should be constructed so that the summer breezes will pass through the dining room.

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**HOW ST. ANDREWS HIRES.**—An advertisement in *Golf Monthly* of Edinburgh, shows how the Royal and Ancient goes about getting a secretary. The ad reads: "The royal and ancient golf club of St. Andrews invites applications from able young men for the post of Secretaryship to this Club and its relative committees. The applicant should have a knowledge of the game; be capable of organizing the Club, clubhouse and catering (including bar), and act as manager for teams competing at home or overseas, and supervise all financial matters and funds connected with this Club and its committees. Preference will be given to applicants with practical experience in accountancy or law. Remuneration will be paid according to qualifications. If the successful candidate is still serving in the Forces the commencing date can be postponed. Applications, stating age and qualifications, with copies of three recent testimonials, should be lodged with the chairman, Emergency Committee, The Royal and Ancient Golf Club of St. Andrews, Fife, on or before the 15th January, 1946, marked Secretary."



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## BALANCED GOLF BAG

North and Noble Streets

Chicago 22, Illinois

January, 1946

19

# Pro Vets Showed Way to Handle Postwar Boom

By L. B. ICELY

President, Wilson Sporting Goods Co.

**T**HE SAFEST guide for younger professionals who are planning to best serve their clubs, the game and themselves in the postwar golf boom is that supplied by the men who registered outstanding success in the golf business after World War I. These men did a remarkable job in probably the greatest advance quickly made by any one sport. It was due in no small measure to their performances that golf grew from a comparatively minor recreation enterprise in 1917 to have a plant investment of approximately a billion dollars before Pearl Harbor.

These pros who built the business and grew along with it have done well financially for themselves and have established themselves as beloved and valuable citizens of their communities. Obviously they had basic principles and practices that can be just as effectively applied after World War II as after World War I.

Others who came and went in the hectic 20's had just the same opportunities as the men who made good. The mistakes of those who failed must be heeded as well as the solid constructive performances of golf's successful pro builders.

In 1918 there developed demands for golf courses, golf architects, pros and equipment of all kinds. The equipment demands far exceeded the manufacturing capacity of pro shop benches and the larger manufacturing facilities then available. It became plain to the foresighted pros that the growth of golf, and consequently the pros earning capacity and security, was associated with a vast increase in playing goods manufacturing capacity.

The charm of golf was beginning to take hold of the country. Some golf growth was inevitable but had it not been for the sagacity and foresight of the wise pro businessmen of that period, the growth might have been checked seriously. However, these pros kept step with progress and expanded as businessmen. Conditions changed and these men changed with them to become alert merchandisers and to expand their services beyond any point dreamed of prior to the first World War.

Now in studying the success of these men what point did they all have in com-

mon? Every one of them worked on a policy of long-haul gains rather than the short-term practice of hit-and-run profits. They saw ahead of them the possibility of thousands of golfers instead of the few hundreds they then had as players at each club. They were quick and thoughtful in treating each member as an advertising and selling factor who could influence their friends to trade with the pro who had treated them so competently and considerately.

## Pro Wins High Standing

These men who did so well for themselves and for golf earned business and social standing of an enviable sort. Their families have been raised to become our finest type of citizens. Golf provided these excellent men with opportunities they cashed in on by their brains and effort.

Others who had the same opportunities regarded the pro job as a pleasant way to make an easy living. When hard work interfered with their enjoyment they let the work slide. Often they had entertaining personalities, but that gift wasn't enough to outweigh their weakness of character or their failure to apply themselves conscientiously to an exacting business.

So these men kept drifting from job to job and finally lost out altogether in pro golf. They couldn't bring themselves to understand that success in pro golf calls for command of the fine art of salesmanship and of teaching, as well as playing ability.

## Greater Rewards Probable

The same class of young men made good in pro golf after World War I and will establish themselves in successful pro business careers during the next 10 years. They may have even more work to do, but the rewards probably will be greater because of the game growing larger. The merchandising problems and opportunities are increasing for the pro, just as they are for many other merchants in the postwar period. The demands of the pro job are increasing too. There is no way of making more money without doing more and smarter work and having more problems. The older pros and older businessmen in every other field learned that while they were getting greyheaded.