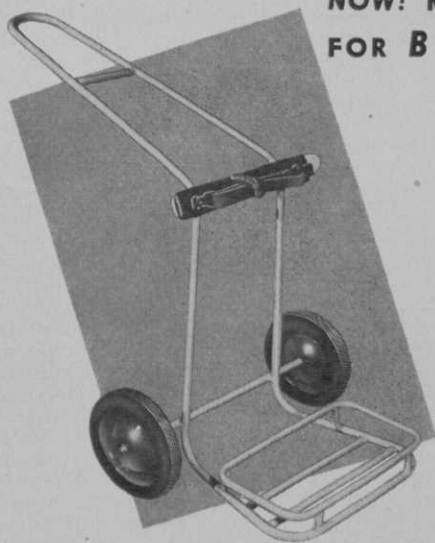


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*For Caddies or Players.* A New, extra-money maker that pays for cart quickly. Loop handle, perfect balance; rolls easily with 1 to 4 bags. Ball bearing wheels, wide-tread balloon tires, cushioned bag rest. **FACTORY GUARANTEED.**

### TAG-A-LONG Master Model FAMOUS SINGLE BAG CART!

The New, 1947 Model of our famous single-bag cart now earning big profits at over 2800 golf courses. Same fine features as Pro Model, including welded-rail bag holder; no strap, no "stoop!" Beautiful new, weather-proof finish. **FACTORY GUARANTEED.**

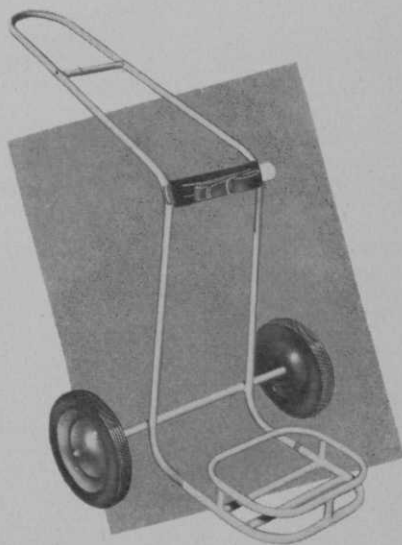
This year, TAG-A-LONG provides more pleasure for golfers, wider use of its famous rental golf carts—and *bigger profits* for *pros and clubs*. Make sure your order is in early for either the single or multiple bag carts—OR BOTH! Give your players a "break" on big weekends; solve your caddy problem; *make money doing it!* Call your nearest WILSON salesman today—he'll get these finer, lower-priced carts to you *FAST!*

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# Bag Cart Big New Factor in Golf Business

By **STUART L. KLINGELSMITH**

(Public Relations Director, National Cart Corp.)

After about 60 years of the boy-borne golf bag which was a comparative late development in the game the bag cart has brought another innovation with considerable bearing on the business side of golf.

In the first place the bag cart is definitely increasing the golf market. Its reduction of caddy fees cuts costs for many who could not afford golf, especially at the prices caddies now get in most communities. Furthermore, use of the cart by smaller boys is a factor influencing most players to have along with them their full complement of clubs rather than discard clubs of a set to make the load easier for a lad. Beyond doubt this practice of leaving clubs in the pro shop or locker when a caddy shortage either meant no boy or a small youngster, had the possibility of crystallizing into a trend for reducing the number of clubs in the customary set.

Also along this line must be considered the increasing objections of child-health authorities and child labor authorities who looked in alarm at the heavy loads immature caddies were carrying. It must be frankly granted, though, that the main factor accounting for the remarkable advance of bag carts into nationwide popularity was the absence of caddies rather than the caddy aid provided by the carts. California's pioneer status in establishing the cart as a customary item of golf was unquestionably caused by the short twilight during many months of the 12-month playing season in that state. By the time youngsters got out of school and were available for caddying there often wasn't time left for 18 holes of play. Hence, if the player couldn't get an older caddy he was compelled to carry for himself.

Swiftly then, in California, the bag cart attained social status as its use was not entirely dependent upon economy but, at the wealthier private clubs, upon utility, labor-saving and convenience. An interesting sidelight at private clubs has been the popularity of the bag cart with women golfers who may not want caddies around to curtail the free speech or to afford possible embarrassment to players having quite high handicaps.

## Balance Is Studied

Problems of terrain, ease of handling by the player or caddy, weight distribution

and other design factors to protect turf, all were matters that had to be given thoughtful consideration in achieving correct design of cart. The National Cart staff, in conjunction with pros and greenkeepers, made extensive experiments before arriving at sound principles of design and construction. There is plenty of rugged terrain on southern California's courses providing tests for balance that assure easy handling of the cart down and up valleys without dumping the clubs.

Weight distribution to minimize wear on turf also had to be thoroughly worked out and we believe we have done much in this direction although admittedly the popularity of the carts has resulted in traffic patterns, around greens and tees especially, that have to be considered in course architecture and maintenance. However such wear at these points also is evident from foot traffic so the cart traffic instead of bringing an entirely new problem has spotlighted a problem long in need of attention.

Naturally the most rapid expansion of the cart use has been at public and resort courses where the California popularity of the device spread to fill a great need. Seldom do resort courses have enough caddies available, regardless of what the patrons are willing to pay for caddy service. And at the public and semi-public courses where more than 60% of the nation's rounds of golf are played each year the caddy expense factor restricted use of the boy bag carriers.

## Carts Big Revenue Factor

Revenue from bag cart rentals and sales, according to National Cart Corp. surveys, this year will be well into the multi-million dollar class. Numerous cases are reported of cart rentals accounting for public and private courses being able to offer propositions attracting first class pros to the jobs, and even more cases are recorded of courses financing needed improvements with cart rentals.

It still is too early to determine whether rental or ownership of the carts will be preferred by the majority of golfers. At present the convenience and small cost of rental is what most golfers endorse but sale at pro shops indicates, in the National investigation, that the trend toward private ownership is mounting rapidly. In

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*mean* **Safety for your members**  
**Protection for your club**

LANDING MATS  
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AISLE RUNNERS  
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In hundreds of clubs MELFLEX mats and matting are providing the utmost in underfoot safety . . . a buoyant tread that increases service efficiency by absorbing the shocks that tire. From the entrance mat, on stairs, in shower and lockerrooms, pro shops, in bars and service counters, kitchens and corridors, . . . around the pool and on practice tees . . . wherever safety and buoyancy are essential to member and employee protection and comfort, MELFLEX has the answer.

MELFLEX runner matting of heavy duty synthetic rubber outlasts ordinary rubber corrugated floor matting 4 to 1; Heavy duty molded step treads last for years; Fabric type link standing mats assure years of sure-footed service and MELFLEX Shower stall mats give maximum safety. There's a Melflex *safety* product for every underfoot traffic problem.

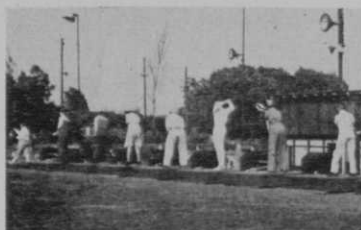
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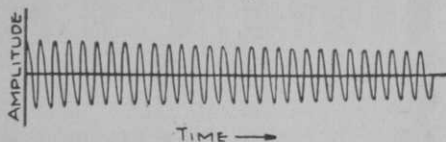
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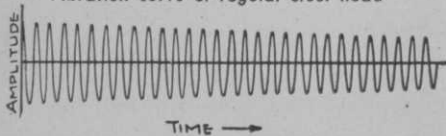


# NEW

## Stainless clubs with the "feel" you like



Vibration curve of regular steel head



Vibration curve of ARMCO Stainless head

These scientific charts explain why clubheads made of a special ARMCO Stainless Steel have such a satisfying "feel." They show how clubheads vibrate after impact with the ball. The vibrations in the new Stainless head almost exactly match the best grade of regular steel. Pros say the "feel" of this gleaming Stainless is "sweet" and natural.

And the improved Stainless clubs give you extra advantages too. They are rustless and stay bright and attractive in any weather. They're easy to clean and save your time . . . have no plating to wear, chip or buff off. And their harder surface resists scratching and nicking.

Pros and amateurs alike find new pleasure in every round with clubs of ARMCO Stainless. Let us put you in touch with famous clubmakers now producing these better irons.



DIVISION OF



**The American Rolling Mill Company**

1471 Curtis Street

Middletown, Ohio

working out the Tag-A-Long lines for 1947 the National people had to make provisions for both classes of use. For both fields, of course, the matter of standing up under abuse had to be among the major elements of design and construction. Care of expensive bags while in the carts also was an important factor considered.

The rental use involved traffic problems that compelled the manufacture of one model that can hold 4 bags, if necessary.

### Cart "Garaging" A Problem

One of the problems brought on by the tremendous and quick increase in use of bag carts has been that of storing the carts with utmost convenience, economy of space, protection and ease of supervision. By comparing notes with pros and caddy-masters and by pioneering experiments of our own we hope to get the right answers.

At present the usual method is to have the carts in a shed and protected about in the same way long used for the protection of caddies' bicycles. Rubber-covered chains and locks are used. "Floater" insurance obtainable at low cost covers the carts against theft or fire loss.

Some idea of the amazingly rapid and great growth of bag cart business occurs to the pro as he recalls how long it took for the matched-set idea to catch on with golfers while the bag cart swept to national popularity in about 3 years. Further indication is in the National backlog of more than \$1,000,000 in unfilled cart orders for delivery early in the 1947 golf season.

**FOUR ACES IN A YEAR**—George E. Stephens, member of Lakewood CC, Denver, Colo., where Gene Root is pro, played golf for 16 years without getting a hole in one. He made up for lost time by getting 4 last year; 3 on the 110 yd. 7th and one on the 121 yd. 11th. Two were made in Feb., 4 days apart, one on Oct. 17 and another on Dec. 27. He had to buy drinks for everybody in the clubhouse after making each ace but as he belongs to the Lakewood Hole-in-One club and received 50 cents from each member he grossed \$84 and came out ahead.

### 1914-Fulname Ball Marking-1947

"The mark of consideration"

1. Each marked ball may benefit others as well as owner.
2. Essential to fullest enjoyment of Golf.
3. A service that pays both players and professionals.

Write for complete information

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## MINNESOTA PGA AND U OF M HOLD PRO BUSINESS COURSE

Minnesota PGA in association with the Athletic dept. University of Minnesota, held a pro business clinic at Cooke Hall, U of M, April 1 and 2. The Minnesota pro business sessions with the university tie-up are unique and tremendously practical affairs on the order of greenkeeping short courses and should be pattern for many other such events.

The Minnesota program: Welcome—Frank McCormick, Ath. Director U. of M.; The Caddy Problem—Wally Mund, Midland Hills CC; The Psychology of Motor Skills—Dr. John Anderson, U. of M.; What the Golfer expects in his golf course—Discussion Panel—Len Mattson, White Bear YC; Service to Members—Willie Kidd, Interlachen CC, and Wint. Christianson, Highland GC; The Golf Swing—Discussion Panel—Les Bolstad, U. of M.; Proper Fitting of Golf Clubs—Discussion Panel—Jock Hendry, Town & CC.

Merchandising by the Golf Professional—Lee Harrington, Wilson S.G. Co., Geo. Dawson, A. G. Spalding & Bros., and Leo French, U. S. Rubber Co.; Competitive Events of the Golf Clubs—Panel Discussion—Art Ingleston, Rochester CC; Post War Golf—Bill Kaiser, Hillerich & Bradshy; Golf Etiquette Panel—Gordon Haberkorn, Somerset CC; Publicity—Geo. Edmond, Disp.-Pioneer Press, and Bernie Swanson, Mpls. Times; Mass Demonstration and Exhibition (Bill Kaiser conducting) at University Field House; Banquet; Principal Speaker—Dr. Carl L. Nordly, Professor of Physical Ed., U. of M.

### New Outdoor Practice Net For Small Area Use



Jack Redmond, famous golf trick shot artist, keeps in concert tune in his compact, portable driving net between exhibition appearances. The new net, manufactured by R. J. Ederer Co., sports nets specialists, 540 Orleans St., Chicago, provides net protection for back-yard practice and has aroused much interest among the golfers in Redmond's audiences who are looking for readily accessible full swing practice facilities at home.

April, 1947

# PARGLOV



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Easily adjusted snap-fasten wrist.

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**FULPAR** . . . full-finger gloves for those who want playing comfort for the whole hand.

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This year is sure to see a tremendous and profitable market for these popular golf accessories. They sell on sight! Get your stocks ready now and cash in. Order today or write for full-color descriptive literature and price list.

**K. L. BURGETT CO.**  
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AMERICA'S FASTEST SELLING GOLF GLOVE



# Iowa Short Course Draws 175 for Study

By H. L. LANTZ

Close to 175 turf-minded people attended the 13th Annual Greenkeepers' short course at Des Moines, March 10 and 11. This conference was jointly sponsored by the Iowa Greenkeepers Assn. and Iowa State College and was successful from every standpoint. A half dozen states were represented.

"2,4-D Up To Date" was ably discussed by Lawrence Southwick of the Dow Chemical Co., Midland, Mich. He gave the boys some interesting chemistry and then boiled down the practical facts about 2,4-D. It now seems apparent that perfect weed control on the fairways of a golf course can be obtained by an application of 1 1/4 pounds of actual 2,4-D per acre. The amount of water is of no particular consequence. Fifty gals. per acre is now commonly regarded as enough, but Southwick said that as little as 5 gals. per acre could be sufficient. Present spray equipment, however, demands the use of larger quantities of water in order to get complete coverage. Particular emphasis was given to the time of application as related to the growing condition of the weeds. Weeds, it was pointed out, should be in a good growing condition, and if sprayed while in that condition, the results are nearly always good. 2,4-D should not be applied during a dry spell.

O. J. Noer related observations confirming the excellent performance of 2,4-D as a useful weed killer. H. L. Lantz and E. F. Johnson presented confirming experiences. Fred Grau conducted a lively question discussion period. Some experiments indicate that 2,4-D may be mixed with fertilizer and applied dry to fairways and to other weed infested areas, provided care is exercised to apply the correct amount of 2,4-D. Applications in the spring or fall months to bent grass greens were reported to have been successful in clearing the weeds out of the greens. Summer applications are not recommended.

## Architecture Is Featured

Golf course design from the standpoint of the architect, the problems of maintenance as related to design, the amateur player and the professional player proved to be a very popular subject. Robert Bruce Harris, Chicago, golf course architect, led off with a fine thought-provoking discussion as to how the golf course architect analyzes the problem at hand with respect

to layout, topography, drainage, and greens construction. One point stressed by the speaker was that 60 or, better yet, 80 acres should be available for a 9-hole course and recommended 160 acres be used for 18-hole courses. With respect to sand traps, Harris said that the trend is toward fewer and larger sand traps, each placed in strategic positions and so built as to minimize cost of maintenance. Severe undulations on greens are also on the way out.

O. J. Noer stressed that from the maintenance angle, golf course design can be of such a nature as to involve costly maintenance or conversely to provide features which are easily and cheaply maintained. Prof. B. J. Firkins, soils expert of Iowa State College and a fine amateur player, provided a humorous account of what a tough golf course can do to a golfer. He cited his experiences as a golfer, playing the tough layout of the Iowa State College 18-hole golf course. "But", says he, "I love that course for its beauty and for its never-ending challenge." Bill Adams, pro-greenkeeper of Sioux City, added some interesting angles out of his long experience.

O. J. Noer, always a popular speaker because of his wide experience in golf course maintenance problems, presented a fine discussion relative to acidity problems of the green. Here again, the boys got an earful of chemistry and they liked it. Noer pointed out that in many instances, lime had given every beneficial effect even though the pH was high. He stressed the need of maintaining a pH range of around 6 or 6.5. A good grade of dolomite, finely ground limestone, may be used at the rate of 20 to 40 pounds per 1000 sq. ft. and with no danger of burning. Hydrated lime, 5 to 10 lbs. in several applications during the season, may be used to good advantage, but ammonium sulfate should never be used within 10 days either before or after hydrated lime has been applied. To do this invites disaster, because enough ammonia will be produced to kill the bent grass.

G. O. Mott, agronomist at Purdue University and Sec.-Treas. of the Mid-West Turf Foundation, was a newcomer to the Iowa Short Course. He spoke on aeration of greens, emphasizing that aeration when the surface becomes compacted by repeated watering and playing, often be-

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Add to the variety of your club's attractions — increase activity and income.

## GOLF

Ederer Golf Practice Nets, always the standard nets for indoor schools, now are being used at hundreds of clubs for outdoor instruction, practice and tune-up before the game. Their proven popularity has moved them definitely into the asset class.

## TENNIS

For those of your players, and members of their family who want a change of pace in their sports, have your tennis courts ready. Ederer's Tennis Nets are famous wherever the game is played.

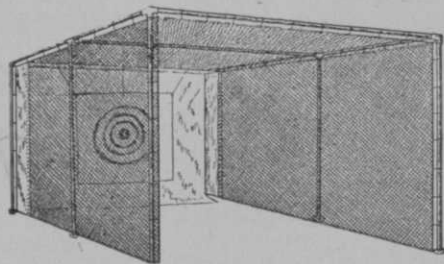
## BADMINTON

Like Ederer golf and tennis nets, the Badminton nets are favored by the players and those who maintain the courts.

## VOLLEY BALL

Most clubs provide Volley Ball to keep the caddies active and happy. You'll find Ederer Volley Ball nets are made to "take it" under the toughest treatment.

Yours will be a healthier, happier club if you let the whole family In-on-the-fun.



Write for folder and price list on the complete line of Ederer sports nets.

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## GOLFERS **Ko-lap-si Kart** TRADE MARK

The Kart with a brain. Floating wheel assembly engineered to perform same function as "Floating Power" in the automobile. "FLEXIBLE BODY TORSION" uses resistance to torque as a shock absorber. Engineered to absorb 90% of the bumps and jolts of rough ground to give the smoothest, easiest rolling Kart known to science.

Retails for \$29.50

### THE GOLFER'S AUTOMATIC GOLF CART THE HANDLE DOES THE WORK

1. Drop the handle — it closes.
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3. Large 14-inch wheels — special ball bearings.
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Kolapsi Kart is sweeping the country as the most outstanding high performance Kart known. Its sales performance is phenomenal. It combines eye appeal, utility, rugged performance and consumer acceptance. Made of aluminum and magnesium alloys it looks like double value.

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LESS WEIGHT  
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**Burke**  
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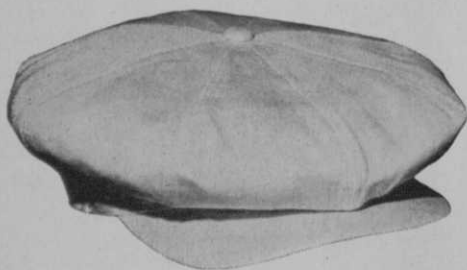
- Patented Balancing Rod prevents spilling clubs.
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Two-purpose, detachable drawstring hood ... can be used as a "shag bag"!

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Buy Your Caps ADJUSTABLE SIZES. Shown above is The LARGEST SELLING WHITE CAP ON THIS COUNTRY'S GOLF LINKS, also sold in solid colors and in woollens. We originated the LONG VISOR BASEBALL and make the ADMIRAL models in white and colors. Try your jobber first. If he cannot supply you, write us for name of nearest Town Talk jobber.

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comes the only way to save the bent grass. Aeration can be done in several ways and nearly always is beneficial. The holes left by perforations need not be filled with top-dressing material. A soggy compacted green is perforce short of oxygen and may lead to disaster. One immediate result is that the iron goes into a ferric condition and in that condition, cannot be used by plants. Aeration which provides the needed oxygen changes the iron to the ferrous state, a form which can be used by plants.

Mott, in another lecture, demonstrated and explained the use of the tissue tests which are an aid to the greenkeeper in detecting when the essential elements, nitrogen, phosphorous and potash, may be approaching a short supply.

Wm. Lyons, Akron, O., greenkeeper for the Firestone courses there, showed how in his opinion the greenkeeper can sell ideas to the officers and to green-chairmen, that is, convince them as to his needs in the way of equipment, fertilizers, etc. A well planned letter showing in outline what is needed and why it is needed was claimed by the speaker to be a most effective means of presenting a greenkeeper's needs to those who provide the necessary funds.

Fred Grau explained the work and ambi-



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- GIVES A FIRMER GRIP.
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Golfdom



tions of the USGA Green Section. The USGA derives all its support from golf clubs. Membership in the USGA is \$10 and \$25 per year for 9 and 18-hole courses. The program, as now being developed, is to set up cooperative research projects in the different sections of the United States and to provide educational service in connection with state, regional and national educational conferences of turf men. Several cooperative regional research projects are already underway and others are planned. The furnishing of speakers for turf conferences is already a most important and well appreciated service.

Men who are employed by commercial organizations contributed greatly to the program. These included Dr. O. J. Noer, Milwaukee Sewerage Commission; Dr. Lawrence Southwick, Dow Chemical Co., Midland, and Scotty McLaren, Toro Mfg. Co. Greenkeepers from their own experiences made valuable contributions to the program. Moving pictures in color were presented through the courtesy of the Dow Chemical Co. and Sherwin-Williams Co. These were shown following the banquet. The banquet was held at the Des Moines Golf and Country club and was a contribution of the Turf Department of the Globe Machinery & Supply Co. of Des Moines;

and it's "hats off" to Joe Morgan, Manager, Turf Department of the Globe. Auditorium space for the meetings was also furnished by the Globe. Bud Connell who operates the Marion GC at Marion, Ia., was toastmaster and proved his ability as a master of ceremonies and good story teller.

Next year the Iowa Greenkeepers Short Course will be held at Iowa State College at Ames.

**UNIQUE EVENTS CALENDAR**—Westmoreland CC (Pittsburgh dist.) issues an attractive booklet in which its complete golf and social program for 1947 is set forth. The booklet presents as thorough a schedule as country club members could ask for and is especially noteworthy in attention given to juniors. Junior members are appointed on most of the club committees. The club's veteran pro, Peter O'Hara and his asst., Steve Kovach, are given good billing in introducing a lively golf schedule. "Pete O'Hara Day" is set for June 29. It's a pro-member event with \$500 for the pros. Jerome Wolk, chmn., sports committee, and Benjamin B. Weinberg, chmn., house committee, and associates collaborated in preparing the book. Weinberg lauds Westmoreland's mgr., C. A. Chisholm, in presenting the house schedule of events.

## SELLS ON SIGHT! New 1947 model "B"

- **ADJUSTABLE HANDLE**  
gives proper balance
- **DURALUMINUM**  
Aircraft construction
- **LIGHT WEIGHT**
- **BALL BEARINGS**
- **FOLDS COMPACTLY**
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need no inflation
- **ADJUSTABLE**  
to fit any golf bag

Manufacturers of highest quality metal products for 27 years.



Now! Wagner has adopted your suggested improvements in the new Model "B" ... America's finest golf cart is now better than ever. The main shaft is of super-strong steel tubing—the handle is solid duraluminum bar. Ratchet teeth are hardened steel—cannot be stripped. Head casting adjustable for any height of golf bag. The axle is wider to prevent tipping. Besides these big improvements, the 1947 Wagner Golf Cart embodies all the many exclusive features and de luxe quality that have made it sell on sight wherever golfers gather. Big discount to Golf Clubs and Pros—get your share of this profitable business.

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

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

# WAGNER GOLF CART

Before . . .



View of the old Marion clubhouse before its transformation.

## Indian Creek Club

Continued from page 36

old \$25 membership, but it didn't go. Oh, the people came out and played some golf, but the \$2 social members weren't interested. It taught us something, though.

"The following fall, that was in 1945, we put in a \$5 social membership and again it was very successful. People came out to dance and have a drink, but mostly just for a place to talk and eat.

"We maintained it the following spring, allowing the \$5 social membership holders to play golf by paying green fees. I don't believe we lost a member. It gave a lot of people the opportunity to play the course and they liked it.

### "Bring the Family"

"Things were looking up. We stressed the club as a family club. We urged the members to bring their children and it caught on. The same summer we also had an opportunity to play host to a number of civic clubs for picnics, etc. They used the club, ate Winnie's cooking, but most important of all, they joined.

"In fact, we tried anything we could

think of to get people to come out. We weren't worried about their staying when things got back to normal if we could just get them out.

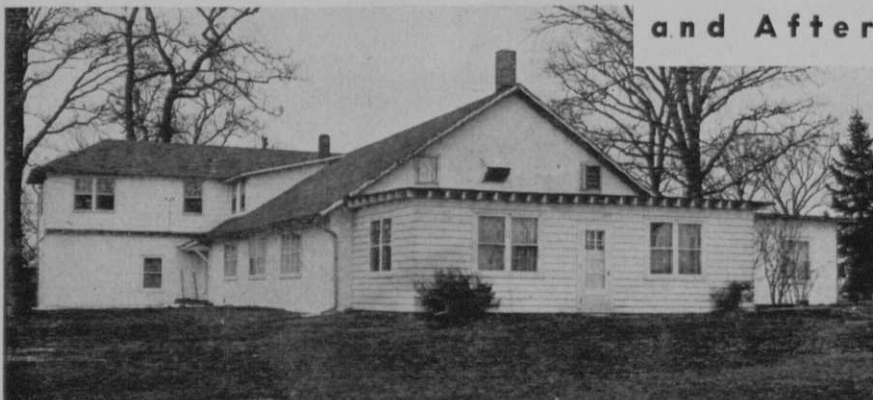
"And it worked. People liked what we were trying to do. In the spring of 1946 we went back to the old membership idea, with \$35 for a family membership and \$25 for single memberships. The total membership stayed right at 200 families."

The membership is well above that figure in this spring of 1947.

It sounds pretty easy, doesn't it, the way Bud tells it. It doesn't sound as though working from 5 a.m. until midnight is too hard, nor that mowing fairways is tough work for a woman.

It sounds as though all they tried to do was keep the place running and during the darkest hours between October 1941 and the spring of 1946 that was sometimes true.

But actually Bud and Winnie knew just what they were doing and exactly where they wanted to go. "We never lost faith in the possibilities of the club or in our idea of how it should be improved and



and After

Indian Creek is the new name of the club and a comparison of this view with that above shows something else new has been added.