

# Golfcraft

## Presents



## A New and Finer Pro Shop Line

Now — this season — you are able to feature the finest line of golf clubs ever designed to create business for the Pro Shop — the new 1947 Golfcraft Pro Shop line, designed by men who know golf clubs and what discriminating golfers will buy. Watch for this announcement in National Magazines. Be prepared to cash-in on the interest it creates.

Golfcraft Incorporated, 3219 W. Lake Street, Chicago 24, Illinois.

*Golfcraft*  
Inc.

MAKERS OF FINE GOLF CLUBS  
TED WOOLLEY, President

in the habit of looking at it for something new. The lower section of this display is used for additional showing of clubs and bags.

Adjoining this display are shelves for our boxed merchandise such as sox, jackets, and other apparel. At right angles to each other in a corner we have 2 6-ft. showcases for display of balls, shirts, etc.

#### Shop Is Immaculate

The greatest factor in all our display is cleanliness and brightness. Our shop always is immaculately clean. We couldn't afford to have it otherwise. Our members are people who are doing business with the smartest businessmen and merchants in the world and would be quick to notice, if not to criticize, any standard of shop appearance that showed the slightest indication of negligence.

One of the strong display features in our shop and an attraction that brings members in where they are exposed to the magnetism of attractively displayed merchandise is the lost ball racks. These are located next to the shelves on which we keep our boxed merchandise.

In these racks are about 500 individual slots with each slot large enough to hold 6 or 7 balls. A member buying a ball in our

shop uses our marker to put his name on the balls he buys. Should any ball of the buyer's be lost then found by another member the finder turns the found ball into our shop and receives credit toward any ball he may have in the lost ball rack or may lose in the future. This system helps speed up play instead of keeping people looking too long for balls and it gets people turning in all the marked balls they find.

#### Hunts For Ideas

Every time I can get away from the club and look over another pro shop or every time I go into any well-run store I am looking for ideas that can be applied to making the IBM CC pro shop one that will be a credit to the members and the company as well as a first class business operation for myself. The way I look at it is that a pro is in the golf business and if he isn't continuously on the lookout for thoughts that will improve his business operations he is neglecting his opportunities just as much as he'd be if he saw an improved method of shot-making and neglected to apply it to his own game. That I don't think would ever happen in pro golf, and there's no more reason for passing up any chance to better the pro's scoring as a businessman.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# GOLFing

THE NATIONAL PLAYERS' MAGAZINE

## is back!

Publication of GOLFING is resumed with the March issue. After its war-time suspension as the only national golf players' magazine GOLFING will be published as previously, with monthly issues in March, April, May, June and July of each year. In feature articles, golf instruction, national golf news and gossip GOLFING again will present a timely, lively picture of the game's highlights.

It's what every professional wants his members to get in arousing and keeping their golf interest at high tide.

GOLFING's subscription prices are: 1 year—\$1; 3 years—\$2. Liberal discounts to professionals on all subscriptions received through them.

GOLFING--The National Players' Magazine  
407 S. Dearborn Street, Chicago 5, Ill.

Also publishers of GOLFDOM—The Business Journal of Golf

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# TAG-A-LONG

## Robot Caddies

"Rental Golf Carts paid for themselves in 3 months . . . ."  
so say hundreds of club operators and pros!

### TAG - A - LONG MASTER MODEL AMERICA'S FAMOUS SINGLE - BAG CART

Sturdy all-steel, rolls freely, perfectly balanced for all bags. New, De Luxe Balloon Tires. CUSHIONED BAG BRACKETS to prevent bag chafing. Weatherproof finish. Factory Guaranteed. America's most popular rental golf cart. 1947 Models now ready for delivery . . . . . \$16.95



### NEW CUSHIONED BAG BRACKET



### TAG - A - LONG PRO MODEL NEW, MULTIPLE - BAG CART

Adjustable to carry 1 to 4 bags in perfect balance. CUSHIONED BAG BRACKET prevents chafing. Designed by demand for players or caddies use as a single, or multiple-bag, rental cart. Ideal for private clubs. Factory guaranteed. 1947 Models now ready for delivery . . . . . \$16.95

Ask the pro who owns TAG-A-LONG'S! Ask any WILSON salesman!

WILSON SPORTING GOODS CO., *Exclusive Distributors*

NATIONAL *Cart* CORPORATION

An Affiliate of Burhans & Associates • 234 East Colorado Street, Pasadena 1, California

# Educate Golfers to Cooperate in Bettering Maintenance

By JAMES E. THOMAS

Supt., Farmington Country club

"Here are 12 ways that the golfer can cooperate in controlling course maintenance costs, thereby making the game more enjoyable for his fellow players, and making a real contribution to his club and course.

1. Carefully replace all divots.
2. Smooth footprints in all traps and do not climb bunker sides.
3. Do not throw ball wrappings, etc. on the course. Use waste receptacles.
4. Walk carefully on greens and pick up your feet.
5. Do not throw cigarettes and cigar butts on the tees or greens. They often make damaging scars.
6. Carefully lift ball marks on the greens.
7. Walk carefully around the cup when sinking that short one.
8. Do not scratch green to mark spot of ball. Use a small coin or marker.
9. Have caddy handle pin carefully. It should not be used as a rest post, or as a punch.
10. Observe tee markers.
11. Use a tee for playing that short hole; it will mean a smaller divot and will not interfere with your shot.
12. Do not kink hose to control sprinkler operation. It ruptures the hose fabric and hose is a mighty scarce article these days."

Some of these items which were set forth in a 1942 issue of Greenkeepers' Reporter may appear insignificant but during a season they become a sizable factor in course labor costs. No doubt, many players can add more to the twelve ways suggested, and by doing so will show cooperation with the green committee, greenkeeper and his staff. They will appreciate it.

During the past season I have had considerable trouble on my greens with the following careless practices: players dragging their feet across the putting greens and making a complete turn on their heels when missing a putt; failing to lift ball marks on the greens; scratching the green with a wooden tee to mark the spot of the ball; careless handling of the pin when removing it from the cup, and failure to observe the location of the tee markers.

All of these oversights may appear very



James E. Thomas,  
Supt., Farmington CC, Charlottesville, Va.

trivial to the average golfer, but to the greens crew it means additional work that in most cases is uncalled for, besides disfigurement of the greens. No green in normal condition should ever show foot tracks unless the cup has been left too long in the same position. It is a very simple matter for one to lift his ball mark on a green and requires just a few seconds and certainly shows consideration for those who are following. Scratching the green to mark the spot of a ball is a companion offense to the dragging of one's feet over the turf. In the good growing weather of spring and fall such wounds soon repair themselves, but this is not the case in the severe weather of mid-summer. At that season of the year along with brownpatch and weeds, thoughtless offenders are doing their share towards putting the greens on their home course in poor playing condition. **THIS SHARE IS MUCH GREATER THAN APPEARS ON THE SURFACE,** and of course the green committee, greenkeeper and his staff are to blame for the condition. Small rips from time to time make large tears and scars.

## Tee Markers Disregarded

Failure to tee between markers is a subject by itself. Anyone who has ever had anything to do with the upkeep of a municipal course knows how futile it is to get the patrons to use any part of the tee except the front part. On a private course this should not be the case. The members

# Good for you...because it's good for golf!



U. S. Patent No. 2364223

The biggest news in golf today is BALANCED GOLF BAG's sensational climb to even greater popularity than ever before. More than a quarter-million already sold are winning new friends on private and public courses alike. And millions more golfers are learning about it through regular national advertising appearing in *Saturday Evening Post*, *Collier's* and *Holiday*. It's

the *only* lightweight bag nationally advertised by brand name!

Yes, BALANCED GOLF BAG is good for golf because it is lightweight yet full-size and perfectly balanced for easy carrying. It never sags, never spills the clubs. And it's now available with the new all-purpose hood! Better order a supply from your jobber.

Remember—what's good for golf is good for you!

Hood slips over club heads to protect against damage and prevent rattling.



Hood can also be used as bag for practice balls, shoes, etc.



When not in use, folded hood takes little space in pocket of bag.



*A Better Golf Bag!*

**RETAIL PRICE: Standard Model \$6.00 with hood . . . \$7.00**

Finest quality duck. Sun-tan or White—trimmed in olive green.

**BALANCED GOLF BAG, INC., North and Noble Streets, Chicago 22, Ill.**

March, 1947

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are supposed to know the rules and etiquette of the game, yet there are those few who always make their own rules and tee up where their fancy suits. Little do these people care or realize that markers are changed daily to help keep the area in good shape and enable worn places to repair themselves. Rules and regulations are put into effect on a golf course to make the game more enjoyable for those who play. Why should a few who take matters in their own hands be permitted to do whatever they please?

Correction of these evils must come from the club members themselves. No employee can reprimand a member for shortcomings without stirring up a hornet's nest. This is a job for the club's Board of Governors and their green-committee. It is a matter of education. This past season I found the use of the 12-point bulletin a

great help. Copies were printed and posted in prominent places throughout the clubhouse. For a while this brought about a noticeable improvement, but it needs to be followed up a bit more.

A good addition to the above would be a circular copy of the bulletin mailed to all golfers and a series of photographs showing the right and wrong way. These pictures could be placed in glass panels in both the men's and ladies' locker rooms, also in the golf shop. The golf pro would be a good person to pose for the illustrations.

The 12 suggestions are evils that are more or less common on all courses. They should be well circularized and given as much prominence as local rules, and golf course etiquette. They are all vital to proper and economical course maintenance and the full enjoyment of a game of golf.

## WESTERN GA OFFERS CLUBS AID WITH

A plan for assisting country clubs to improve their caddie service has been announced by Pres. James L. Garard, Western Golf Assn. "In addition to expanding the Evans Scholars Foundation, which sends qualified and deserving caddies to college on full tuition scholarships, and continuing to annually play the Western Open, Western Amateur and Western Junior Championships, we are offering all municipal, daily fee and private golf courses a plan to help them improve their caddie service," said Garard.

All WGA members clubs will be provided with a Caddie Committee Manual that analyzes the entire caddie problem, and recommends methods for the recruiting and training of caddies.

Each member club will participate in the WGA Honor Caddie Plan. For faithful attendance, superior work records, excellent deportment and satisfactory personal cleanliness, the club will award Honor Badges of the WGA to their 10 best all-around caddies. From the Honor Caddie Roll, WGA expects to select boys who will be granted college scholarships.

Previously, all Evans Scholars have been sent to Northwestern University where the boys live in Evans House but in the past year 2 boys were sent to Loyola University, Chicago. "The experiment of sending boys to schools other than Northwestern has proven sound," said Garard, "and we are going to give selected candidates greater latitude in choosing the college they want to attend". Until houses similar to Evans House are established on other campuses,

# CADDIE PLAN

most of the caddie-scholars will attend Northwestern. Northwestern University has given the Evans Scholar Plan outstanding support and cooperation.

Additional advantages to clubs who join WGA are: Only amateurs from member clubs will be eligible to compete in the Western Amateur championship. Invitations from member clubs to play the Western Open and Amateur Championships will receive preference over all other bids. Voting rights in all affairs of the Association will reside with member clubs. Only member clubs will be eligible to nominate caddies for scholarships. The Association will serve member clubs as a clearing house on all matters relating to caddie policies, programs and practices. All literature, posters and studies on caddies will be distributed exclusively to member clubs.

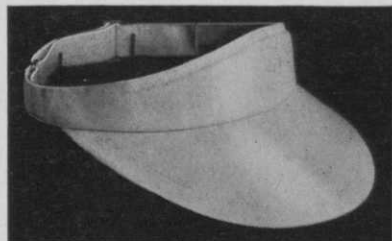
"We expect that the new club membership plan will appeal to all clubs, and each one will want a framed Membership Certificate to display in the clubhouse," said John W. Coffin, Membership Chairman. The annual club membership dues are only \$35.00. Invitations to join are being sent to clubs throughout the country.

The \$5 individual membership in WGA which puts a distinctive identification tag on the contributor's golf bag will be continued. Income from individuals is credited directly to the Evans Scholars Foundation; whereas income from club dues will be used to defray the costs of promoting and administering the Caddie Program. All surplus will be credited to Evans Scholars Foundation.

# Congo SUNHATS

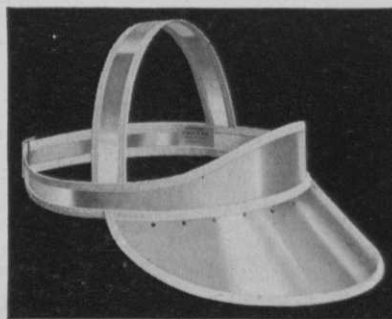
## VISORS and CAPS

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



**WIMBLEDON - - - No. 475**

Made of white twill with padded forehead shield and green underlining on visor. Adjustable back assures a perfect fit. The ideal tennis visor for both men and women, also practical for badminton, golf and other sports.



**ACE - - - No. 675**

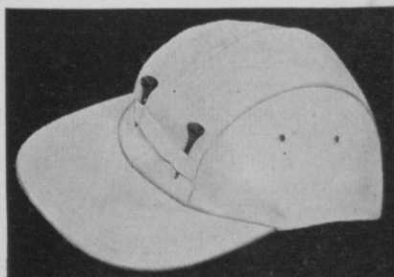
A one-strap visor... in a standard style worn year after year by countless thousands. All transparent green with solid white edging. Ventilating air holes in upper portion of eyeshade. Light, airy... suitable for work or sports wear. Size adjustment for all head sizes.

*Write for Complete  
Information and Name  
of Nearest Jobber*



**CONGO - - - No. 2325**

The most popular sunhat in America... the famous "Congo". Cool, light, comfortable, inexpensive. Made of fine white duck material with eyelet ventilators, crown band, multi-stitched brim and transparent green eyeshade. Small, medium, large and extra large sizes.



**PADDOCK - - - No. 410**

A smartly tailored cap in fine quality twill. Styled with a long, sturdy, water-resistant visor, a utility strap across front, and an absorbent sweat band. Popular for all sports and outdoor activities. Small, medium, large and extra large sizes.



**FOREST HILLS - - - No. 405**

A top favorite for all sports... made of white twill, equipped with felt sweat band, visor underlined with green material to shade eyes and dispel reflections. Worn by both men and women. Small, medium, large and extra large sizes.

**THE BREARLEY CO., ROCKFORD, ILL.**

*Headquarters for Sunshine Headwear*

# Care of Bent Grass Greens

By O. J. NOER

*Continuation of an article which began in the February issue.*

Turf on the greens of the first golf courses built in America was produced from seed. A mixture of fescue and South German mixed bent was used. Seeding rates were very heavy, in the neighborhood of 10 pounds per 1000 sq. ft. of a mixture made up of equal parts of each grass. Creeping red fescue of European origin was preferred but when seed of it became scarce seed from New Zealand commonly called Chewings fescue was substituted.

A man by the name of Chewings is said to have been the first New Zealander to produce seed in commercial quantities in 1835. Presumably he marked the bags of seed as "Chewings fescue." The seed often lost vitality after leaving New Zealand, the germination falling occasionally to 10 or 15% within 6 to 8 months after reaching America. Growers have overcome this handicap by careful curing of the seed and making shipment by refrigeration. Fescue does not withstand competition of the bent grasses, especially when the latter are fertilized generously with nitrogen and watered regularly. The use of fescue in greens started to wane during and after the last war and was discontinued altogether by 1939. Seth Raynor and his successor Charles Banks were the last to abandon fescue. There was not a trace of fescue in the turf on the last courses built by them within 2 years after the greens were seeded with it.

South German mixed bent seed continued to be used for greens until World War I. When imports were stopped by the war in Europe, Rhode Island bent seed was used, and the vegetative method of planting creeping bent was developed under the sponsorship of Drs. Piper and Oakley of the Green Section. When the war ended mixed German bent never regained its popularity. Some seed was imported until the new bent seed industry of Oregon and Washington succeeded, with the help of Rhode Island producers, in having a high duty placed on imported seed of foreign origin.

## Bent Green 50 Years Old

There are many good greens of mixed German bent turf, especially on the older courses in the Eastern part of the United States. Some of the best known golf clubs in this country have greens of mixed Ger-

man bent turf which are 25 to 50 years old.

South German bent is a mixture of 3 principal types of bent grass as the name implies. *Agrostis* is the name used to designate the bent family of grasses. *Agrostis tenuis* Sibth, sometimes called *Agrostis Vulgaris* With., is the colonial type of bent, *Agrostis Stolonifera* is the creeping type, and *Agrostis Canina* is velvet bent. South German mixed bent is a mixture of these three with colonial predominating. The amount of velvet bent varies from 10 to 30%. The strains of creeping bent are very different and along with the velvets give the spotted appearance to the turf. The patches of the creepers and velvet stand out in contrast to the uniform-looking colonial bent which forms the background. The various named and numbered strains of creeping bent used for vegetative planting are selections taken from mixed German bent greens. The named strains of velvet bent originated in a similar manner.

The commercial seed sold as South German mixed bent comes from Central and Southwest Germany, where it grows wild. The seed is harvested by hand and is harvested by residents of villages located near the seed producing areas. The seed is variable in composition, has a fairly high

(Continued on page 76)



Abrupt banking around edges of green sheds water and dries the soil in the green



For the benefit of those unable to attend, here's the

# RAINBIRD-NELSON DISPLAY

at the highly successful New York 1947 Annual

# TURF CONFERENCE AND SHOW



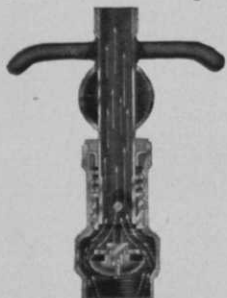
At the Show, Glendora, California, Rainbird-sprinkled oranges were freely available to all.

## NELSON QUICK-COUPLING "SILVER TOP" VALVES

*with Safety Shut-off, 2-valves-in-1*

All working parts of the "Silver Top" Valve are removable from the top without shutting off the valve or taking valve casing out of the ground. No back hammer damage . . . flow control is absolute.

*Write for full line Catalog*



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PEORIA, ILL. GLENDORA, CALIF.

"OH YEAH?  
LET'S ASK THE PRO!"

