cheered again when Jug McSpaden, while
giving them a lesson in putting, sank a
35-footer, similar to the one he dropped
on the 18th green at Edgewater a year
ago to tie Lt. Ben Hogan in the Victory
Open.

"As soon as the pros had finished their
show, these crippled heroes were out
with clubs—clubs contributed by players
throughout the country—practicing what
they had seen. Boys in wheel chairs were
trying to putt, leaning from their seat
to manipulate the stick. Others with
crutches began swinging clubs.

"And the pros—men whose names fill
sports headlines—stayed to give them
private lessons; lessons which cost mem-
bers of swanky clubs plenty.

"That was the fifty-first hospital these
pro golfers had visited this year. The
very next day, a group journeyed to Key
West to put on a similar show for
wounded sailors in the naval hospital at
that tropical base. While participating in
the four-ball tourney at Miami Springs,
these pro athletes visited five hospitals
in the specific area.

"On their way north to Charlotte, N.
C., they stopped at the big hospital in Au-
gusta, Ga. When they reach Chicago the
last week in June for the National Victory
Open, they will then visit Illinois hospitals.

WHY POSTWAR GOLF BOOM IS CERTAIN

By GEORGE McLEAN

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HAT golfing will have increased
popularity and growth after the war
seems self-evident. If we examine the
pattern following the World War I, it
seems to us there are certain factors that
will implement this enlarged number of
players, in addition to the anticipated in-
crease expected from our returned sol-
diers.

War causes large migrations of popu-
lation from country to city. There isn't a
manufacturing center of any consequence
in these United States that hasn't shown
some increase in population. In many
cities, there is an acute shortage of homes.
Perhaps the best evidence that many of
these people are expected to remain in
urban centers is the billion dollar nation-
wide housing project announced recently.

Urban society will assimilate this new
increment. We would not contemplate
that any considerable part of these new
city dwellers will turn to golf for recrea-
tion, but we do believe that some of those
who like the better things of life, will
ultimately take up the game. They will
be influenced by the enthusiasm of their
golfing neighbors.

We all know any number of potential
golf enthusiasts who have had the desire
to play but whose financial situation pre-
cluded this form of recreation. The stabil-
ization of wages in the last decade and
the increased earning power of the indi-
vidual will tend, we believe, to bring this
latent ambition into fruition.

And after the war we may be certain
of a great increase in automobile trans-
portation, which of course, will be a factor
in the expansion of golf. Furthermore,
the strain of day and night work in war-
time and the constant burden of war-
time worries, will naturally call for a
compensating relief and rebuilding when
the time is right. That, too, is going to
assure a vast and natural increase in golf.

That the period following the war will
be years of general prosperity seems
assured. The whole world is in such dire
need of manufactured goods, medicine,
food, housing, etc., that one doesn't need
be a student of economy to vision an era
of abundance ahead.

How much the professional golfers will
cash in on this impending prosperity is
pretty much up to the individual. If we
have established the point that golf may
anticipate many new converts, it is equal-
ly evident these embryo golfers will re-
quire equipment and apparel. Moreover,
a substantial portion of present-day golf-
ers will need to renew some of their
equipment and attire.

That the efficiently conducted profes-
sionals' shop is a natural, as first source
of supply for golf equipment, is
debatable. Sober thought, however, forces
the conclusion that not all shops have
earned this consideration. If the following
observations, while provocative, may re-
sult in some improvement of conditions,
we feel the profession as well as the indi-
vidual will have benefited.

Every professional has visited, at one
time or another, shops of brother pros
that were in a wild state of confusion.
The merchandise they had on hand was
thrown about, oftentimes dirty, and fre-
quently the assistant was indifferent and
uninformed. No one will argue a basic
feature of pro golf merchandising is to
display the merchandise attractively and
keep it clean.

Secondly: The assistant in the shop
should have some knowledge of the article
he is selling other than price if he is to

12

Golfdom
do an effective selling job. We all expect salesmen in a haberdashery shop to be informed and there is no sound reason why an assistant cannot be equally qualified. One of the basic rules in selling is “know your product.”

Third: Price the merchandise fairly. It quite naturally follows that different clubs have a demand for different qualities and lines of merchandise, but whatever the line and quality, if the price is not maintained by the manufacturer, we’ve found we’ve got to hold to a very modest profit to build good-will and speed up turnover. It creates confidence on the part of the club member and makes him a booster and salesman for the shop. Nothing is more important in our opinion than the good-will and respect of our members.

Many of us believe the sales policies of some of our important suppliers are something less than perfect. By the same token, we professionals can do a better merchandising job than we have done in the past and it is up to us to make the most of the opportunity that seems to lie ahead.

If we, as a group, more nearly conform with the modern concept of distribution, we’ll get closer cooperation from the manufacturers. As businessmen they cannot afford to ignore our influence on this important market.

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**Outlines a Season Program for Maintenance**

*By H. L. LANTZ*

*Iowa Agricultural Experiment Station*

★ THE LABOR PROBLEM has taught greenkeepers to cut corners wherever possible. On the greens and fairways, regular mowings are of course an essential part of the program. Many greenkeepers, probably most of them, have mowed greens three times per week instead of every day.

Greens maintenance cannot be neglected beyond a certain point. A minimum program for the maintenance of good greens is:

1. Fertilize.
2. Topdress.
3. Control insects and disease.
4. Water systematically all parts of the green.

1. Commercial specialty fertilizers are several in number and should be applied as recommended by the manufacturer. A program followed by many greenkeepers is this:

   a. April—Milorganite, 20 to 25 lbs. plus 0-12-12, 20 to 25 lbs. per 1000 square feet. Mix the two and apply at one operation.

   b. Early June—Milorganite, 10 to 20 lbs. per 1000 square feet. Repeat at intervals of 3 to 4 weeks at the rate of 10 lbs. per 1000 square feet.

   c. September—same as No. 1.

There are several commercial mixed specialty fertilizers on the market which run about 4-12-4, or 5-12-5. If these are used follow directions of manufacturer.

Bent grass greens cannot be maintained on most soils without enough fertilizer to supply the needs of the grass. Where plant food materials, nitrogen, phosphorous and potassium are not properly applied or if none is applied the grass gradually or sometimes quickly "thins" out. Bare spots develop and then weeds take cover.

2. Three to six or more applications of topdressing under Iowa conditions appear to be very essential. Topdressing does more to keep the green in good-physical condition than any other thing. If fertilizers are not available, topdressing is all the more essential because the bent grass can and does utilize the fertility carried by the topdressing.

3. Disease Control. Mercury fungicides are available this year. Follow instructions of manufacturer. Apply fungicides as a preventive measure. We don’t cure plant diseases; we take measures to prevent their development. Once brownpatch and dollar spot become well established, control is doubly difficult. These diseases are much more easily controlled on properly fertilized, strong turf greens than on impoverished greens. Disease control is a No. 1 problem every year in Iowa.

4. Watering. Uniform applications of water to all parts of the green and over the apron is essential. Early morning watering helps control disease and does not interfere with the work or the players later in the day.

The above remarks are suggestive. Arrange a program before the season opens. If your previous fertilizer, disease control and watering program produced satisfactory results, then go ahead, but if the greens under your care were a disappointment, change your program and where possible correct the errors of the past season. An adequate fertilizer program, the right disease control program, wise watering and topdressing will produce good greens.

Impoverished and poor greens can be rejuvenated successfully in a single season by a wise use of fertilizers, disease control and liberal topdressings.

★ Rush in all balls you can get for reconditioning. The critical labor situation is another reason why you can’t ease up in ball collecting.