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awaiting them through the sales of golf apparel. The effort sliced out of bounds. Two years later, war put pro focus on soft goods—about the only merchandise that was available.

At war’s end pros had been experienced and enthused to get apparel off and running at a pace that kept increasing until now I’d estimate it is accounting for 35% to 40% of the pros annual sales.

Many men and developments marked the milestones of the golf industry’s advance before and during GOLFDOM’s earlier years. One among the men whom thousands would agree stood tall and tireless working to increase golf’s popularity and the industry’s progress was Lawrence B. Icely.

Through the years from 1913 when he became president of the young sports equipment of Thos. E. Wilson & Company until his passing in 1950, as president of Wilson Sporting Goods Company, he was convinced, and the other leading golf manufacturers agreed, that their industry would grow and prosper only if they did their part to promote
golf's popularity and encourage the building of more playing facilities. It is to the industry's credit that it rose to meet the needs of the game.

Thus, in 1936, following GOLFDOM's publication of a handbook devoted to the planning, promoting, building and operating golf courses, the leading manufacturers agreed with Herb and me that a clearing house was needed for information helpful in encouraging golf participation and golf facility development. We were put in charge of organizing and operating what started with the name PROmotion and later was renamed the National Golf Foundation.

At the start, and for some years, the clearinghouse operated on an uncertain budget because the manufacturers contributed to its support on a voluntary basis and the ante varied. But the annual pot kept increasing. The Foundation began in 1936 with around a $17,000 yearly budget when there were 4,800 golf courses and the total factory selling price

continued on next page
AND TO THINK  
continued from preceding page

of golf balls and golf clubs was under $11,000,000.

Among the manufacturers in at the start along with Wilson's L. B. Icely were: Spalding's Charles Robbins, Acushnet's Fred Bommer and Phil Young, U. S. Rubber's John Sproul, MacGregor's Clarence Rickey, Dunlop's Vinnie Richards, Golfcraft's Ted Woolley, Worthington's Jim Brydon and Bob Smith, True Temper's Gurdon Leslie and Kroydon's Camille Giaoard.

Conditions seemed perfect when we wheeled GOLFDOM onto the track but the nation's economic collapse in 1929 and the following depression years shifted the market into reverse, shrinking from 1930's 5,856 courses to 5,196 in 1937. From a low tidemark of 4,809 in 1945 golf courses slowly increased to 5,076 by 1954, then the speed-up with 5,976 in 1951, 6,385 in 1960, 7,477 in 1963 and 8,672 in 1966.

With rubber and steel frozen early in
1942 by war production, golf ball and club output came to a halt. Balata, however, managed to escape and, mixed with used ball material, was used in reconditioning golf balls.

Fortunately with the ever increasing golf course maintenance load, the introduction of new and improved machines, materials and chemicals is sharply pointed toward helping the superintendents keep pace with their course management problems and costs—particularly the steadily rising cost of labor.

Over the years the course equipment and supply manufacturers and their dealers have so greatly contributed to golf’s growth. At the start Herb and I recognized the unique position held by the dealers and their special services in nourishing the growing, needing golf market, often at considerable financial risk. We learned a lot in working with them.

Fourteen years ago
Ben Hogan came back to win his fourth U.S. Open Championship.

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FRED GRAU
continued from page 22

ground to form dense turf free of clumps.

Summary—The nation's golf courses desperately need improved fairway turf-grasses. If the improved bermudagrasses could be grown in the North we would see all fairways converted to the better bermudagrasses.

Among the cool-season grasses, we look to improved bluegrasses and tall fescues. The new grasses, to be successful, must have several attributes. They must:

1) tolerate close mowing (1/2 inch) without injury.
2) be highly resistant to diseases so that chemical treatment is unnecessary.
3) be able to produce good dense turf with a minimum of irrigation water.
4) have a tendency to spread, to thicken turf naturally without reseeding, so as to resist weed invasion and to provide a good lie.

Desirable, but not essential, are fine to medium leaf width, deep roots, and long-season green color.

(This writer requests correspondence with GOLFDOM readers who have (or who know of) fairway turf that approaches perfection. We need to assess critically our present situation. Why the failures? What has been done to bring outstanding success? Address correspondence to: Fred V. Grau, c/o GOLFDOM, 800 Second Ave., New York, N. Y. 17)

continued on page 88

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For more information circle number 218 on card
Q.—We plan to seed our new fairways to a mixture of Merion and common Kentucky bluegrass. When we order the common bluegrass are we likely to get seed grown in Kentucky or Nebraska or something else?

(Ohio)

A.—Our best information indicates that you have a 50 to 60% chance of getting Newport bluegrass when you order common. Newport is a heavy seed producer. Some is sold by name; the rest goes on the market as “common.” Seed tags must carry state of origin. You can specify “Kentucky-grown common” or “Nebraska-grown common.”

Q.—We have watered bent fairways but water shortages plague us. What would happen if we couldn’t irrigate?

(Pennsylvania)

A.—You might wish you had started with bluegrass and tall fescue.
Gay Brewer has a tip for you. The next time you're giving a lesson and hear "I can't hit a two iron," or "I can't hit a driver," etc., that's the time to sell a set of Power-Bilts and change those Can'ts to Cans! Explain the principle of Master-Matching. Point out that each club in a Power-Bilt set is perfectly inter-related in balance and feel, so that all clubs in a set swing exactly alike. This means there's no reason why one can't play every club in his bag equally well. So tell your members to set their minds to it, and the best way to start is with a set of Power-Bilts!

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For more information circle number 120 on card

LEARNING  continued from page 48

Commission, sponsored a symposium on
the subject of "Winter Injury." Topics
on the agenda ranged from basic discus-
sions of the physiological causes of in-
jury to such pragmatic subjects as methods
of protection and the latest information
on soil warming.

Protective measures such as covering
of greens with polyethylene film were
more widely used in 1966. Other materi-
als were studied to determine whether
they offered advantages over polyethylene
covers. Excelsior mats show promise for
such a use. These coverings serve to min-
imize temperature fluctuations and they
reduce moisture loss. It seems likely that
these and similar materials will come to
be used more in the future, especially is
this indicated in the northern sections of
the nation.

Soil warming was also given more at-
tention in 1966. Investigations at several
experiment stations have yielded some in-

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