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# The NATIONAL GREENKEEPER and TURF CULTURE

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## The Editor's Chair

ONE must think hard in these stormy times about the occupation in which we are engaged. Even so the future looks happy because one is quite willing to gamble in a game where all the cards are on the table. There never has been an era in the last two decades when brains meant so much to the business man. He must almost daily adjust himself to shifting conditions both in his living and his work. While it is a hardship, as one might say, yet it is a stimulant which will effectively take the cobwebs out of people's heads. And many need it.

\* \* \*

WE ARE in a small business, relatively speaking, but the President of the United States has stated publicly that this is the "little fellows'" day in court and that the business administration in Washington will protect his interests no matter how small they may be. So we may wear our badge of honor with as much pride as the heads of the biggest trusts in this country. How the financial gods of industry have toppled from their pedestals will go down in history.

\* \* \*

WHAT the manufacturers and dealers in the turf culture industry need is the courage to step out and advertise their products intelligently and honestly. The buying market is hungrily waiting for the appeal of those who have the products to keep their grounds in order. The owners of these grounds must backlog their investment against a cold and dreary winter.

I HOPE you will all read the articles in this issue by O. J. Noer on fairway fertilization, which applies as well to lawns and all turfed areas, and the one by James A. Smith on bacterial action as it affects plant growth. We are beginning to think under the ground which we should have done years ago but didn't. Both of these men have had a lifetime of experience and you can bet your last nickel on what they say.

\* \* \*

THE national epidemic of dry weather has caused consternation among greenkeepers. Everyone seems to think our climate is changing. Perhaps without our knowing it, this northern hemisphere is sliding around the globe and some morning we may wake up in the Indian Ocean. Great day if Ghandi is there to greet us.

The fact is that when the end of the calendar year comes, the infallible United States government will publish figures showing that the average temperature and precipitation are the same as they have been for fifty years.

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DON'T forget the new Dealer's Mart and those who advertise in it. The man who carries seeds, fertilizers, mowers and other turf maintenance equipment and is ready to sell and service your requirements on a local 'phone call, should be supported one hundred per cent.