

that the surface active or wetting properties of the soil water are in large measure reduced in this process.

It is important to note here that soils may be divided into 2 groups—those that wet easily and those that are difficult to wet. The surfactant is only of value on soils which are difficult to wet. It is not clear how frequently "difficult to wet" soils occur under turf conditions. In addition, the tie-up of the surfactant in these soils would indicate an accumulation in upper layers and the need for frequent light applications for any improvement in moisture penetration over a period of time.

In light of this information, it would seem desirable to carefully study and evaluate field results from use of surfactants. Injury to turf appears unlikely except where soils are very sandy; under these conditions soils should not need a surfactant to improve wetting. Lack of response from the wetting agent may result from its rapid deactivation in the soil. Where response is satisfactory the surfactant is effectively getting to hard to wet soil particles. Evaluate your turf response and plan for next year accordingly.

THE NATIONAL GOLF FOUNDATION

ITS PURPOSE — ITS PROGRAMS

By Harry C. Eckhoff
Executive Director

National Golf Foundation Membership

There are two types of NGF memberships — (1) Sponsor Members and (2) Associate Members.

Sponsor Membership. Numerous manufacturers, distributors, suppliers, architects, golf course builders and others interested in the development of golf have become Sponsor Members of the Foundation in order to keep abreast of the nation's golf planning needs and receive information and services that will enhance a sound and continued growth of golf.

Among the services received by Sponsor Members is the Foundation's monthly **Golf Market Report** which lists the new courses opened for play during the month, courses on which construction began and a listing of all individuals requesting assistance during the month on proposed new golf ventures—with complete addresses. During the first six months of the current fiscal year, NGF Sponsor Memberships increased over 20%. For information on annual fee schedules for Sponsor Membership, write the Foundation's headquarters, 804 Merchandise Mart, Chicago, Illinois 60654.

Associate Membership. In late 1965 the National Golf Foundation established an Associate Membership for the nation's country clubs and golf courses in order that they too might become more aware of the Foundation's activities and actively participate in the development of the country's most rapidly growing competitive sport—GOLF.

The response to the invitations to Associate Membership has been outstanding. In addition to aiding the Foundation with its expanding programs of golf promotion, development and education, Associate Members receive gratis a variety of services, publications and releases on various phases of golf growth and development. This membership is available to any golf course in the United States. The annual fee is \$25.00.

Golf Equipment Sales

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sporting goods according to the Athletic Goods Manufacturers Association Census Report for 1965. On the basis of manufacturer's selling prices, golf equipment sales in 1965 totalled \$139,998,552—a 9.3% increase over 1964's total of \$128,249,046.

Since 1958—only seven years—golf equipment sales have more than doubled in value. Growth has been consistent. In 1964 sales increased 7.4% over 1963 which in turn had been 8.1% ahead of 1962. Golf equipment sales in 1965 accounted for 51.4% of the nation's total athletic and sporting goods sales of \$271,776,69\$. In 1964 golf sales were 51.2% of this total; in 1963—47.4%.

A breakdown of certain golf equipment sales as reported by the Athletic Goods Manufacturers Association for 1965 follows:

Item	Unit		Value
	Measure	Quantity	
Golf Clubs	each	11,541,744	\$77,947,548
Golf Balls	dozen	7,272,120	\$49,631,851
Golf Bags	each	951,434	\$10,718,599

What's Ahead

Golf has had its greatest growth in the United States during the past fifteen years. Since 1950, golfers have more than doubled. National Golf Foundation records at the end of 1965 indicate a 113% increase in golfers over 1950. The estimated number of golfers per 100 population in 1950 was 22. Today—15 years later—it is 45 per 1000. Golfers have been increasing at the rate of over 10% annually in recent years.

All indications are that golf will grow even faster during the years ahead. The nation's population is expected to increase another 26% by 1980—about

50 million more people. Incomes will tend to increase according to present predictions. The typical family's buying power has already increased well over half in the past ten years. By 1980 it is expected to again do so and three times as many families are expected to enjoy annual incomes of \$15,000 or more.

For numerous reasons productivity of the work force is becoming such that leisure time is increasing and work time is decreasing. The shorter work week, longer vacations, earlier retirements, living conveniences which save time at home, are all realities today and will be more so in the future. Golf—a game that can be enjoyed during one's entire lifetime—will continue to attract players from every economic level of American life.

Golf course development in recent years is the most tangible and convincing proof of the extent and stable nature of golf's growth.

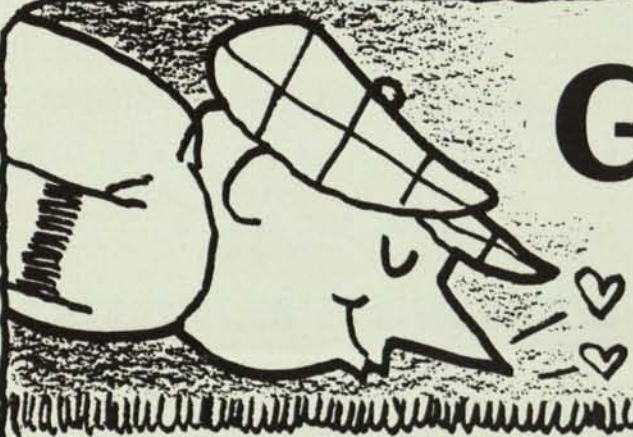
The Foundation's goal for the nation by 1970—over 10 million golfers and 10,000 golf courses for them to play on!

COMING EVENTS

- Illinois Turfgrass Conference** — Dec. 1-2, 1966.
Held at Urbana, Illinois.
- Roseman Field Day** — Monday, Oct. 3, 1966
Held at Brookwood Country Club.

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