

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 members 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 Augusta, 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

**T**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 increase expected from our returned soldiers.

War causes large migrations of population 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 nationwide 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 recreation, 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 precluded this form of recreation. The stabilization of wages in the last decade and the increased earning power of the individual 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 transportation, which of course, will be a factor in the expansion of golf. Furthermore, the strain of day and night work in wartime and the constant burden of wartime 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 equally evident these embryo golfers will require equipment and apparel. Moreover, a substantial portion of present-day golfers will need to renew some of their equipment and attire.

That the efficiently conducted professionals' shop is a natural, as first source of supply for golf equipment, is not debatable. Sober thought, however, forces the conclusion that not all shops have earned this consideration. If the following observations, while provocative, may result in some improvement of conditions, we feel the profession as well as the individual 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 frequently 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

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.

## 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. Top dress.—3. Control insects and disease—and 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 one 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.

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★ 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.

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