

Our contacts with the Iowa Greenkeepers Ass'n have led to numerous inquiries from golf clubs as to what can be done to rehabilitate run-down greens. The experience gained last year, as recited above, is offered for what it may be worth. We recognize, of course, in some cases greens will need restolonizing. We also had some experience in this last year. On the whole though, if a green has a scattering of live bent grass, it can be brought back into good condition more easily by a program similar to the one described above than by restolonizing, and much more cheaply.

Preparing to Meet Our Postwar Competition

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★ UNDOUBTEDLY GOLF, like many other sports, is in for a tremendous boom and like any other group of professional men pros should be prepared to meet the situation.

There isn't any doubt that with the expansion of golf, it will attract the vigorous and smart efforts of merchandisers who will be competing for the professional business, and of course our problems will be to develop weapons to combat any type of competition that will arise.

As far as competition, that will never be eliminated, and shouldn't, because after all, competition is the American and democratic way of living. Our weapons are going to be improvements in pro personnel, pro business, pro education, pro-club relations, pro-manufacturers' relations, instructions and advertising.

The PGA has already started its educational and teaching program and though the surface hasn't even been scratched I know that this program will be definitely enlarged upon and this unquestionably will improve the standards of our profession.

I believe that our Association should seek the aid and service of a high-class professional man to carry out the work of its educational program. In this work, of course, should be included pro business, pro-club relations, and civic and community relations. This man should be employed somewhat in the same capacities as our Tournament Bureau chairman.

He should visit all sections and conduct clinics. We have held a few of these clinics in our section with very favorable results. This man could organize and systemize this educational work and ex-

press it through our monthly national magazine.

This is the first step that must come, and every energetic professional who has ambitions of success and improvement will avail himself of the opportunities. In line of educational and professional problems, I think the booklet, "Golf's Professional Man", as edited by our National Advisory Committee covers the situation as completely as anything I have ever read. It will be up to us as an association to put into practice some of the many suggestions that will make us as individuals more indispensable to our clubs in the way of service.

Previous to the war, it was estimated that 65% of the first-grade merchandise sold in the United States was sold through golf professional shops, and it would seem only natural that the reputable manufacturers would want to maintain that relationship. We can't get along without the manufacturer, and I don't believe that the manufacturer can get along without the professional. Therefore, it will be only by mutual and closer cooperation that we and the manufacturer will be equipped to meet arising competition.

If we as individuals, as well as an association, will endeavor to develop and elevate our standards, we will have the support of the leading manufacturers and be prepared to better meet any competition.

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