



HOGAN GETS CHAMPION'S CHAMPION AWARD

At Motor City Open Ben Hogan gets sound movie projector as Champion of the Month award from Bob Stranahan's spark plug company. Left to right at the presentation: Frank Walsh, the dapper Student Prince; Harry Wismer, ABC sports director, who presented the award; the durable Mr. Hogan; and Dale Stafford, managing editor, Detroit Free Press.

one—they have any question about the eventual American victory and return to normal marketing of their products.

Seed Short — Fertilizer Ample

This year's residential building boom accounted for practically cleaning out stocks of grass seeds. Bluegrass and redbud 1950 crops appear to be smaller than those of 1949. The fescue crop is good. The bent seed crop isn't in yet.

With no chance of a residential building boom continuing it seems logical that the year's crops of seed suitable for golf courses will be adequate. Authorities say there is no sense in seed hoarding.

Fertilizer is fairly plentiful and prices haven't jumped as have prices of other items. It is plain that any club that has the money had better look into its fertilizer needs immediately and see that a good fall job of fertilizing is done. If the war is a short one the club is still ahead and if the war economy is prolonged, turf had better be put into best condition for withstanding possible risk of grass food rationing.

The Korean hot war started when golf ball manufacturers' inventories were

dwindling seasonally to the lowest point. Hot weather, vacations and the production, seasoning and packaging procedures in ball plants call for getting the manufacturing operations out of the way as early as possible each year and to the fullest extent possible.

The result was that when the buying rush for golf balls started it very quickly reduced stocks so out-of-line buying for possible hoarding or speculative purposes was promptly brought under control by leading ball manufacturers. Orders, up to the rational limit imposed by low inventories, were booked on the basis warranted by the past business of pros and dealers.

Dealers whose past business in golf balls hadn't been much made a rush to load up but couldn't get what they wanted.

During World War II the job done by the pros in collecting balls for reconditioning kept enough balls on sale so no player had to give up a round of golf because of the lack of a ball.

Manufacturers didn't want to play into the hands of hoarding retailers during the buying rush in July and have kept the