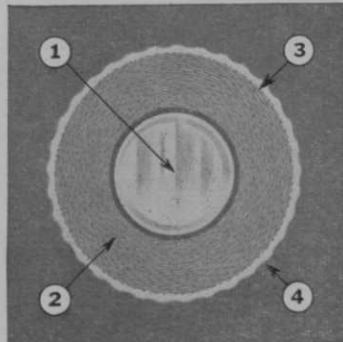




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Extra Demand
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• Even though this year's production facilities were expanded to keep up your ever mounting demand for Maxfli golf balls, we have been literally swamped with orders.

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brown and hard but had cracks; in some cases, big enough to lose a golf ball. But that's not the case now since fairway watering came into general practice. The fairways are almost as good as some of the greens years ago. Oh, you lucky golfers of today!

In the early 20s the Reddy tee was introduced and later on eliminated one other of the greenkeeper's chores; the removal of tee sand boxes which had to be attended to every day to keep the sand in condition so that a ball could sit on it. Probably the majority of golfers of today have never seen a sand box.

Fourth: Development of Fungicides.

Putting greens for many years have been damaged by fungus diseases. In the 20s the only remedy then known was bichloride of mercury which did a fairly good job, but at the same time could do a great deal of damage if applied carelessly, so very close supervision was required. Around about 1923-1925 the chemical companies began to experiment and have developed fungicides that have brought fungus disease under close control and have therefore made possible the perfect putting greens of today.

Fifth: Putting Grasses.

To go back again to the 20s, in the early life of GOLFDOM, the putting greens were composed of many different types of grasses which made it very difficult to maintain a really good putting surface. About this time United States Golf Assn. began to take a very active interest in the development of bent grasses and has continued through the years with the active support of the superintendents' associations and have now developed many strains of grass suitable for different sections of the country. This has resulted in excellent conditions of the putting greens all over the country and has helped to make the game of golf the healthful and popular game it is today. I am proud of my over 50 years of active service in Golf, and having taken part in many of the improvements made in the "Grand Old Game."

When I change cups and happen to hit a hole left by an aerifier and see long roots extending far below that of the other growth I see a pay-off for attendance at turf conferences. After the Los Angeles conference in 1949 I got our officials to make possible aerifying of our greens. We've escaped enough trouble that was common with us and improved our greens so much that idea alone was worth attending the turf conferences and meetings.

A. R. Emery,
Supt., Bonneville GC, Salt Lake City,
Utah.

Progress That Looked Nearly Impossible

By EDWARD B. DEARIE, JR.
Supt., Oak Park (Ill.) Country Club



Ed. Dearie

During the 34 years I have been in golf course maintenance work I have seen progress that we would have regarded as impossible as recently as 25 years ago although some of us probably were dreaming of what now has come true.

We have made our experiments — some very cautiously and some boldly — and have seen a fair amount of failures but some remarkable successes. I remember one early venture in chemical weed control on the 15th fairway at Oak Park that I made after worrying and exploring all possible angles. When our officials gave me the "go ahead" the treatment was applied. For weeks the fairway was horrible looking and I suspect that some of the members thought I'd made an unwarranted mistake. Then the recovery began, as we'd planned. Now I doubt that there's a better fairway in the midwest. It's weed-free and the turf is firm, deep-rooted, compact, of fine color and healthy.

That was one example of what we risked when we applied earlier research to our courses. But the pay-off is in the results and the advance in the practical application of testing research promises continued and greater advance in course maintenance.

I began greenkeeping at Wanango CC, Reno, Pa., in 1917. My salary was \$110 per month. The men working on the course numbered twenty and were paid 25¢ an hour. We had mixed grass greens, consisting of German mixed bent, blue grass and fescue. Our main equipment consisted of Coldwell gang mowers. We used Bordeaux mixture for insect and fungus control and used mushroom soil and sheep manure as our main fertilizers.

Since that time I have seen many changes come about. We gradually changed to stolon bent greens. In the '20's we saw fairway irrigation come into its own. Research and science have given us a number of effective controls for diseases, insects and other pests.

Mower companies have developed power mowers and machinery, reducing the cutting time about one-fourth from the early days. Research has also come up with weed killers, which to my mind have been the greatest aid to the greenkeeper and

SILVER ANNIVERSARY FOR THE SUPTS.' ASSN., TOO



John Morley

Association of Greenkeepers of America, held its first meeting in Chicago during the International Golf Show and Country Club Sports Exposition, at Hotel Sherman, March 21-26.

New England, Chicago dist. and northern Ohio greenkeepers had active sectional associations and groups of greenkeepers in other areas were getting together to compare experiences and discover the other guy had some very good ideas.

John Morley of the Youngstown (O.) CC was a vigorous promoter of the idea of a national association for the greenkeepers. Morley had been one of the organizers of the Prohibition party as a political element in his youth. At times it seemed to Morley that the prohibition party had had a better chance of electing a president than the greenkeepers of getting organized on a national basis. But some of his neighbors, especially Fred Burkhardt of Cleveland, kept campaigning with him and the Chicago area greenkeepers, who called themselves the Midwestern Association of Greenkeepers. In particular, John McGregor, Eddie Dearie and a few around the midwest, such as Chet Mendenhall of Kansas City, Leo Feser of St. Paul, and Carl Bretzlaff

of Indianapolis were eager to get the boys together. O. J. Noer, then early in his valuable services as sales missionary and roving technical expert for the Milwaukee Sewerage Commission, kept fertilizing the field for a national organization.

With the Midwest organization as hosts the national organization was launched and Morley elected its first president. The Golf Show gave the new association a well publicized debut as the show was promoted by Spearman Lewis and A. R. Shaffer, two able press agents. Lewis, by the way, later hit one of the biggest daily doubles ever paid at a race track and with that roll retired from publicity work and became a successful real estate operator at Miami Beach.

Morley died a few years ago, living to see national teamwork for the good of golf and recognition of those responsible for course maintenance. The national association had great effect in developing an alert and open-minded attitude in turf maintenance work, a vast promotion of turf research and its practical application.

The toil, worries and sacrifices of the association's officers never will be adequately appreciated by golfers, although members of the association know the story and are positive in expressing their gratitude. The association has had two changes of name since getting its original label, and due to the wide influence of the course superintendents on all fine turf development, have been imprompted to define the association's work as turf, but as golf continues to be by far the main object and inspiration of turf betterment, the association's present title seems likely to stick for many years.

golf that has been developed in the last 25 years.

Today we have six or seven men on an 18 hole golf course. Our expenses are carefully budgeted and the superintendent's professional standing is given full recognition by club officials and golfers everywhere. Our schools and colleges have recognized the importance of turf management. Today we are offered short courses for greenkeepers in general and college courses leading to a degree for such young men as would become greenkeepers.

There are still numerous problems to be

solved. I am sure that science and research will continue to help the superintendent and improve golf turf.

Iowa Greenkeepers and Turf Assn. bulletin says fellows used to bring their clubs along to meetings and get in at least 9-holes but now that they're all discussing the lectures, exchanging their problems and looking over the host's course, there's no time for playing. Iowans had 60 at their Sept. Field Day at Ames, with crabgrass test plots, fungicide tests and equipment demonstrations being the high spots.

No Lull in Sales Planning of Successful Pros

There is no lull for the professional who's making a success of his business. When he isn't in the part of the season when buying demand is brisk he is figuring how he can do something that will lengthen the season, increase his sales volume and give his players sales service and satisfaction.

That's what has increased pro shop business many fold; looking for greater sales opportunities instead of waiting for customers to wander in when there is something they want quickly. The pro has to be an alert and resourceful merchant, always thinking and planning, because he often has to contend with adverse weather. Weather was spotty in sections this year. Rainy week ends delayed the start of the season in some areas. In other places there were rainy Saturdays, Sundays or holidays. Of if it isn't rain, drought with intensely hot weather, may reduce play as it did in several districts this year.

So the pro has to keep planning and plugging for sales all of the time. Even when his club is shut down he has to keep planning for next season, or, as an increasing number of professionals in all parts of the country have been doing the past few years, adding big Christmas gift business to the sales volume.

Prior to World War II not many pros gave much attention to the holiday sales prospects. Many pros in northern and central states went south or southwest right after their own seasons closed and the Christmas business went to the stores, frequently beating those pros out of sales they expected would wait until they got back on the job in the spring. But that's been changed considerably since the end of World War II. Now the majority of pros make lively and persistent campaigns for Christmas gift business, and in numerous instances the December volume is one of the biggest months for pros.

What successful pro businessmen have been doing in increasing sales and developing their market is told in some more statements from the GOLFDOM survey which investigated methods pros were using to make their selling season longer.

Additional comments from energetic pro business leaders follow:

Emil Beck, Black River CC, Port Huron, Mich., says, "Many pros will find themselves stocked to the hilt especially

with sportswear unless they take advantage of stock reduction sales.

"An idea that has worked successfully is an exchange agreement between pro shops where there are two or more golf clubs in the area. It has been shown that a particular item will be popular at one club and will not move off the shelves at another just a few miles away and very often an exchange deal among the pros works wonders.

"Insofar as the return of golf clubs to a manufacturer is concerned, a pro who returns them is only hurting himself."

George Getchell, Omaha (Nebr.) CC, says, "Sales made in August, September and October and even later in the year, are made through the service that the pro gives his members in April, May, June and July. To keep the members buying in the pro shop, the pro must show him the benefits he has to offer.

"As for the trade-ins, I never sell them to a member. I dispose of them to caddies that provide a ready market."

Jack Gormley, Wolferts Roost CC, Albany, N. Y., writes, "In August, Sept. and Oct. I try to sell discontinued model clubs and find that pro shop sales keep up a whole lot better when one can at least show this high-priced merchandise at a lower price even though they are discontinued models. It lets the customer know that they receive high-class clubs at prices that will save them money. They invariably wind up by purchasing a late model set at the higher price.

"When I have a clearance sale it is generally started in late October and I keep the same cut prices until Dec. 20. This results in better sales for the Christmas buying and helps tremendously in reducing inventory. I take plenty of trades and find a willing market in those golfers who want quality second-hand clubs in preference to inferior low-priced new clubs. Trade-in clubs that are too old or in poor condition I sell to the caddies for the same price as I allow on them. I take trade-in clubs all season long (not only in the fall) and I find that the swing weight scale, and the offer of a good allowance on old clubs, plus the chance of trying out in actual play any club new or old that I carry in my stock is the best way of selling clubs."

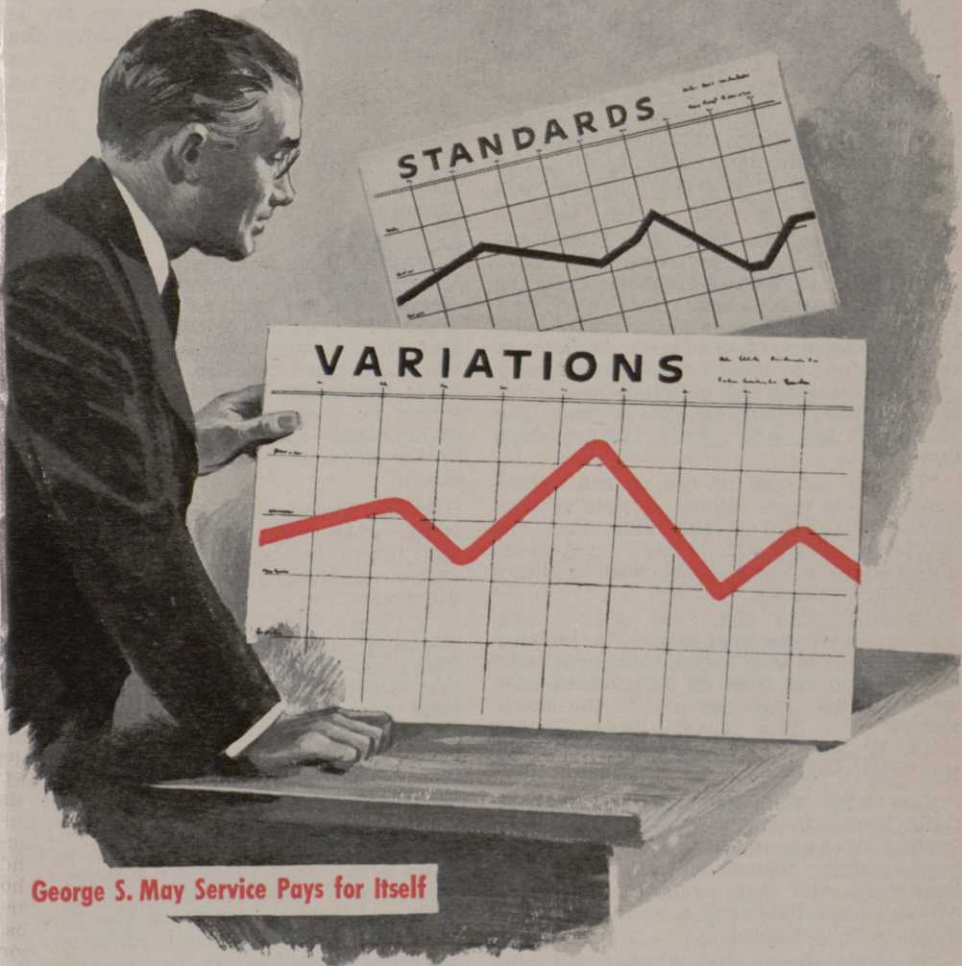
W. C. (Bill) Gordon, Tam O'Shanter GC, Chicago, Ill., makes the statement,

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"The 1951 selling season will have to be long as golf professionals as a whole are on the long side in golf merchandise." He continues, "Intense concentration on customers' needs will have to be exercised to the limit this year. More outside pro shop buying has been noticed at my club than heretofore, due to intimation that golf equipment would be scarce.

"I have found many dissatisfied owners of sets of clubs that have not produced good results ready buyers of clubs that fit them. The greatest method of selling golf equipment in September and October is to continue competitive events at the club as long as possible. Most clubs stop their events too soon.

"Sales for winter tourists is also a means of reducing summer's inventory. My own ingenuity, I know, will be stretched to the limit to bring about an acceptable inventory that will be saleable without a loss in 1952."

Harold Sargent, East Lake CC, Atlanta, Ga., tells, "In starting a sale I have always operated on the theory that the first cut, or loss, is the smallest. Therefore I make the sale price a nice saving to my members. I also have found that the best time to have a sale is when they still are wearing the merchandise. Summer clothes I put on sale during the month of July and winter clothes start in Feb.

"During the end of the season before new models come along, I give a nice trade-in on some of the clubs that are very slow sellers. Of course I try to pick my customers who I think will be interested in a bargain.

"Second hand clubs we sell to our Juniors and some beginners. We tell our customers that it is better to have a good second-hand set than an inexpensive new set. We also have used Ads in the newspapers. We have a very large Junior class, 92 children, which helps to move the 'dead wood'."

Tom Fry, Municipal GC, San Mateo, Calif., wrote in saying, "Sales during the months of August, September and October are quite normal; however, our slow months in the Bay Area are generally January and February when heavy rain slows play considerably.

"It is my theory that when a golf professional has clubs that he is unable to sell, he would be wise to offer a "long" trade-in on that particular brand rather than cut the price.

"Naturally, here at a public course we accept trade-ins and are able to sell all we have in used clubs. I tell my customers that for beginners, a good used set of clubs is better than a cheap new set.

"It is my opinion that some pros overbuy and that if the individuals would take

more time in estimating their needs and buying accordingly they might not be too over-stocked at the end of their season.

"In the past year I have purchased, from other local pros, certain items they were over-stocked on and too some of us who are located near each other sometimes supply articles to neighboring pro which they have a sale for and are temporarily out of.

"As you may know, the PGA has issued a "Blue-Book" suggesting trade-in allowances on clubs which we follow. We resell the used equipment at about a 20% profit."

Tom Carney, Belmont Hills CC, St. Clairsville, Ohio, says, "I've been able to meet this problem of late season clearance by reducing clubs and other equipment around 12% to 15%. One of my boys has had some experience with commercial printing, and he draws up posters pointing out the advantage to late season buying. We place these in the pro shop, locker-room and other strategic places. Along with this we check over the bags and make up a list of those with old sets and the relative condition of the club. We then sound out these people without high pressuring the customer but, between the posters, reduced prices and individualized sounding out, we've had pretty good success in clearing out our stock."

Jack Sabol, Westchester Hills GC, White Plains, N. Y., uses the following two major methods to help dispose of excess merchandise in the latter part of the season.

"I allow a very liberal allowance on my members' old set of irons or woods. These used woods and irons are sold to the junior members, older caddie boys, local firemen and police and the clergy who are allowed free use of our golf course during week days. The clubs are sold on most occasions below the allowance I gave the member in order to dispose of them as rapidly as possible.

"I am very fortunate in being located in an area where there are a large number of golf courses within a 10 mile radius. I contact many of the pros at these clubs and let them know of the excess merchandise. In this way we can exchange or purchase from one another instead of ordering from the various concerns. This is being done also with golf balls as many of the boys are greatly overstocked on them.

"I like to stay clear of sales at reduced prices on 1951 merchandise but would rather give them a very liberal allowance on their old clubs instead and take a loss in re-selling the old clubs."

Work, Brains and Money Speed Progress of Golf in South

By HUGH MOORE

Professional-Supt., Bowden Golf Club, Macon, Ga.

These past 25 years have surely slipped by fast. Sometimes I believe that there will be a beautiful golf course in heaven so all of us superintendents will have something to keep us worrying, and our minds occupied. It has been a wonderful 25 years to me, and I couldn't have asked for a better life and I would not have chosen any other profession unless it might have been baseball, which I tried so hard to make as a youngster.

I haven't liked all of the men I have met in connection with golf, for I never did believe that the customer is always right, but 99 percent of them have been grand fellows.

I am sure that the biggest improvement of the last 25 years in the golf field has been construction. Back in the old days we built with mules and slip pans, and the old shovel method. Now we have bulldozers and every kind of power equipment available.

Greens are tiled, we use gravel and cinders for drainage, we have peat moss, and there is much more thought and the work is much more carefully done now than ever before. The architects building the majority of courses give more thought to what they are doing and it has become a professional business. They are continually trying to do a better job, in that way they can use each job as a recommendation for another job. To my way of thinking the architects who are designing and building courses at this time, are far ahead of the old timers. Now, of course, what helps them is the improvement in the equipment, and money which they must have for the purchasing of labor and materials. Therefore, the greens are being built properly. They are much larger than the greens of years ago, they will hold a pitch or a long shot much better. The golf courses are more appealing to the eye because of the beauty in them.

Second, and perhaps this should have been No. 1: The superintendents of golf courses in the past 25 years have improved remarkably. We have much bet-

ter equipment to work with and the National Golf Course Superintendents Association, which used to be "Greenkeepers," has done a remarkable job in educating superintendents to do work in a business-like manner, with thought and the proper care in keeping the golf course in A-1 condition.

This has been done through our lectures and talks, moving pictures, magazines, and each member trying to help the other one. I believe that there is more good fellowship and actual love amongst the members of the GCSA than in any other organization I know of. I am a charter member of this organization and it has been more helpful than anything else in the whole field of golf. I have done a lot of visiting, and a brother greenkeeper is always glad to see you.

We have much more machinery to work with and the improvements have been remarkable. One of the finest pieces of equipment ever made for a golf course is the aerifier.

When the greens get tight and there is no circulation of air to the roots, or the drainage is poor, the aerifier is the thing to start the work with, as it will correct all of these faults. Equipment of this kind, better balanced fertilizers, better fungicides, sprays, insecticides, weed killers; these are the things that have improved the golf courses and made play more enjoyable than any other for the past 25 years.

Southern Improvement Great

GOLFDOM has been a great help in the development of better golf courses. The other magazines are doing good jobs.

All the stories on the playing of golf, on the maintenance, on the various ways of the construction work, the right and the wrong, have helped tremendously.

The talks and the articles by O. J. Noer, Dr. Fred Grau, Prof. L. S. Dickinson, the turf plots at Tifton, Ga., and the hard work that Dr. Burton has put in has been a great help. He is doing a tremendous job for the south.

I have just put in nine greens of that new bermuda, called 57, at the Warner Robins Air Base course. It is a much finer texture, and I believe that it will have a much better putting surface than the average run of bermuda. I am quite sure that it won't be long in the south



Hugh Moore

before they will find some type of bent grass that will stand the heat and humidity, and perhaps we will have a new chemical in the next few years that will take care of brown patch in our section.

The improvement thru the south in all phases, from the tee to the green, has been great. There is one more thing I would like to mention: If there ever was a field that is wide open, it is the field for better golf superintendents and more of them. There are not many all-around men. My son quit baseball and has been with me for the past four years as my assistant, and I hope some day he will take over where I leave off. It is a wonderful life with great opportunities, and with a determination to be good, a little sweat and hard work, not being too sensitive to criticism from golf players who have a bad putting touch, I do not know of a better profession. It offers plenty of outdoor life, air and sunshine. You can hear the birds sing when other people cannot. I am quite sure that the life of a superintendent, or golf course laborer, is much longer than in other lines of work.

Old Players Better?

There is one more thing that I have heard, pro and con, and that is, the players of today are better than the players of 20 to 25 years ago. I do not agree. The players of today have better equipment. The steel shaft club is a better shaft for direction and accuracy in every way. I do not think it feels as good in the hand when the ball is hit perfectly as the hickory shaft. There was more chance for error with the hickory shaft on account of the tortion. The players of today also have a wood, the wedge, the chipping or run up club and they most assuredly have better golf courses and putting surfaces than ever before. Any golfer who is capable of using a wedge can save from two or three strokes in 18 holes. I think the old timers were better shot makers. They could do more with their clubs in the way of making shots than the present day golfers. They did not have as many golf clubs, therefore, they knew how to use the ones they had better. I often wish that Bob Jones had not retired at the age of 28. I don't think that there is any golfer living, or ever lived, any better than he was. If he kept going he would have won many more tournaments. I would like to name a few who were real golfers, real shot makers and a pleasure to watch: Bob Jones, Walter Hagen, Gene Sarazen, Tommy Armour, Leo Diegel, Bill Melhorn, Willie MacFarland, Al Waltrous, Harry Cooper, MacDonald Smith, John Golden, Jock Hutchison, Jim Barnes, and right behind these came Craig Wood, Horton Smith, Denny Shute, and Bobby Cruickshank who was one of the old timers.

There is one more thing that I think has helped the present day golfers, and that is the players of today have more money. They can afford to go to tournaments, they live in better hotels, they have better roads and better cars to use. I think that some of the teachers are better today than they were years ago. I am afraid tho that some of them are giving the pupils a little too much bally hoo.

I still believe in the simple methods and the easy way of teaching, which begins with the hands, thru the left arm and the left side, head still, a good pivot, and let her go. A good grip, good left hand and left side action, and a still head are essential in golf. When I think a pupil gets to where he can understand it, the left foot and the left knee is next in importance. All good golfers play from the soles of their feet.

Concentration is something you have or you don't have. Determination and the desire to win is born in a person just the same as getting ahead in life.

Any golfer or pupil can be helped but without hard work, sweat and practice, and more practice, he can never become a real good golfer.

I know a boy in Georgia, who to my way of thinking, could have become one of the world's best golfers, but for some reason unknown to me, he quit. He had it from tee thru the green, but when he gave up, he had no game. The spirit and the desire to be the best was in Ty Cobb.

If I have made anything out of myself it is because I wanted to do it. I ran away from home when I was 11 years old. I have worked for myself ever since, and I can put all the days of my schooling together and it would not add up to six months.

What I am trying to do is to help some kid who was not born with a silver spoon. I would say that the youngsters of today are not as ambitious as they used to be. I would not call them lazy or trifling; they just have too much. The average mother and father do not live with their children enough. They do not play and pal with them enough, and they give them too much in the way of money and entertainment. I would like to say right here, that any boy or girl, man or woman, who thinks that money alone can buy a good game of golf is only kidding himself or herself. To get ahead in any walk of life, the one word is work.

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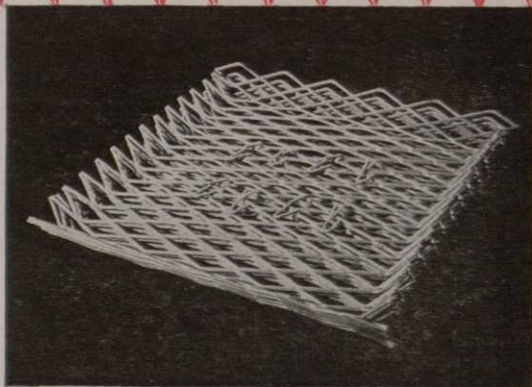
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GOLF MANUFACTURERS

(Continued from page 39)

thing and therefore, the clubs should anticipate their requirements as far in advance as possible and not wait until the last minute to order.

There are shortages at the present time in some of the fertilizers as well as insecticides, but this still does not present any great problem.

Seed crops have been disappointing, particularly the varieites used by golf courses, such as Chewing's fescue, Illahee creeping fescue, and the various bent grasses. No doubt there will be sufficient seeds to go around, but prices will be no lower than they have been and perhaps somewhat higher.

Golf course play will no doubt continue to be heavy and with so few new courses being constructed today, clubs generally should have a full membership. It surely looks as if 1952 will be a good year for golf courses, but there will be problems in getting materials as the defense program continues.

GOLFCRAFT, Inc.; Ted Woolley, pres.:

Steady promotion of golf has the golf market in sound condition for 1952 with the prospects of employment at high wages offsetting inflation in effect on probable amount of golf play.

Inventories of clubs have been brought down in 1951 to figures that give assurance of a normal condition next year. Materials for club-making are increasingly difficult to secure and as the Controlled Materials Plan now is in operation it is plain that there will be no possibility of allowing manufacturing schedules to run ahead of fairly conservative estimates of 1952 sales.

Leading manufactures of golf clubs are located in areas where competition for labor is getting stiffer every day. This also is going to be a major factor in club production and indicates that early ordering of well-balanced stock will be wise policy for professionals.

Manufacturers have been struggling with sharply rising costs so prices of fine quality clubs won't get so high the market will be sharply restricted. The problem of keeping prices at a level that will fit in with the effective promotion of golf in the younger age brackets and among office and factory workers has been somewhat eased by the excellent job professionals have been doing in handling the trade-in deals.

The experience of professionals with the ball shortage scare that came about the time of the beginning of the Korean war has been a good reminder to keep inventories under conservative business control rather than on a speculative basis. Our

firm opinion is that the golf market will be in stable, lively condition next year, due to increasing general recognition of the appeal of the game, the professionals' status as sound businessmen, and the club manufacturers' watchfulness in helping to keep the professionals in a position to make a steady profit and protect the market against costly fluctuations.

GEORGE A. DAVIS, Inc.; C. O. Borgmeier:

The effect of the government's increased military program is being felt in all metal goods lines as they effect golf course maintenance equipment and materials.

Mowing equipment manufacturing is being progressively curtailed from one quarter to the next, and at the present time there will be little more than 50% available for 1952 than was available in 1951. Other maintenance equipment is more or less in the same situation. Some manufacturers who have made turf items from time to time have gone into military production, and hence some items will be missing entirely. Chemicals, insecticides and fungicides so far are available though higher in price.

Grass seed, such as fescues and bents, are short in supply and high in price. Kentucky blue grass and red top are more plentiful and somewhat less in price than in 1951.

There is some reason to think that golf clubs, parks, cemeteries and other institutions have used foresight and covered their needs in machinery to a large extent during the latter part of 1950 and 1951. Thus curtailed production for 1952 may not be as calamitous as superficial figures indicate. Under present circumstances it is wise and necessary to plan almost a year in advance. Based on present observation, it will hardly be possible that the turf maintenance equipment needs for 1952 will be met satisfactorily by manufacturers and distributors of such merchandise.

UNITED STATES RUBBER CO.; G. T. McCarthy, Mgr., golf ball sales: As we look forward to the 1952 golf season, conditions are similar to those that prevailed a year ago when we were asked how the prospects looked for the 1951 golf season. The Korean War goes on, and the country is still in the midst of an all-out production drive for national defense. With a year's experience in world turmoil, which caused shortages of material here and there, the golf professional has become a better businessman, and with the use of the knowledge obtained the pro will make 1952 another outstanding year in golf. It is amazing how interest in golf continues to grow, and if it were not for the huge defense program,