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AND TO THINK

continued from page 80

awaiting them through the sales of golf apparel. The effort sliced out of bounds. Two years later, war put pro focus on soft goods—about the only merchandise that was available.

At war's end pros had been experienced and enthused to get apparel off and running at a pace that kept increasing until now I'd estimate it is accounting for 35% to 40% of the pros annual sales.

Many men and developments marked the milestones of the golf industry's advance before and during GOLFDOM's earlier years. One among the men whom thousands would agree stood tall and tireless working to increase golf's popularity and the industry's progress was Lawrence B. Icely.

Through the years from 1913 when he became president of the young sports equipment of Thos. E. Wilson & Company until his passing in 1950, as president of Wilson Sporting Goods Company, he was convinced, and the other leading golf manufacturers agreed, that their industry would grow and prosper only if they did their part to promote

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golf's popularity and encourage the building of more playing facilities. It is to the industry's credit that it rose to meet the needs of the game.

Thus, in 1936, following GOLF-DOM's publication of a handbook devoted to the planning, promoting, building and operating golf courses, the leading manufacturers agreed with Herb and me that a clearing house was needed for information helpful in encouraging golf participation and golf facility development. We were put in charge of organizing and operating what started with the name PROMotion and later was renamed the National Golf Foundation.

At the start, and for some years, the clearinghouse operated on an uncertain budget because the manufacturers contributed to its support on a voluntary basis and the ante varied. But the annual pot kept increasing. The Foundation began in 1936 with around a \$17,000 yearly budget when there were 4,800 golf courses and the total factory selling price

continued on next page

from Plans to Play



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For more information circle number 115 on card

AND TO THINK

continued from preceding page

of golf balls and golf clubs was under \$11,000,000.

Among the manufacturers in at the start along with Wilson's L. B. Icely were: Spalding's Charles Robbins, Acushnet's Fred Bommer and Phil Young, U. S. Rubber's John Sproul, MacGregor's Clarence Rickey, Dunlop's Vinnie Richards, Golfcraft's Ted Woolley, Worthington's Jim Brydon and Bob Smith, True Temper's Gurdon Leslie and Kroydon's Camille Giauard.

Conditions seemed perfect when we wheeled GOLFDOM onto the track but the nation's economic collapse in 1929 and the following depression years shifted the market into reverse, shrinking from 1930's 5,856 courses to 5,196 in 1937. From a low tidemark of 4,809 in 1945 golf courses slowly increased to 5,076 by 1954, then the speed-up with 5,991 in 1951, 6,385 in 1960, 7,477 in 1963 and 8,672 in 1966.

With rubber and steel frozen early in

FUTURUS GOLF CLUB TILE

GUARANTEED THREE YEARS AGAINST ALL TRAFFIC!

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Made from selected nylon cord heavy duty tires — buffed to chenille-like finish. Strips $\frac{3}{8}$ " thick are bound to glass-cloth impervious to moisture . . . then cut to 12" x 12" tiles.

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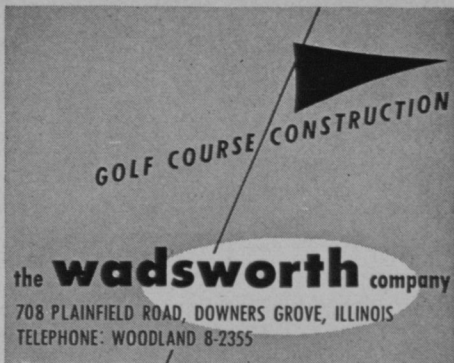
1942 by war production, golf ball and club output came to a halt. Balata, however, managed to escape and, mixed with used ball material, was used in reconditioning golf balls.

Fortunately with the ever increasing golf course maintenance load, the introduction of new and improved machines, materials and chemicals is sharply pointed toward helping the superintendents keep pace with their course management problems and costs—particularly the steadily rising cost of labor.

Over the years the course equipment and supply manufacturers and their dealers have so greatly contributed to golf's growth. At the start Herb and I recognized the unique position held by the dealers and their special services in nourishing the growing, needing golf market, often at considerable financial risk. We learned a lot in working with them. •

Fourteen years ago

Ben Hogan came back to win his fourth U.S. Open Championship.



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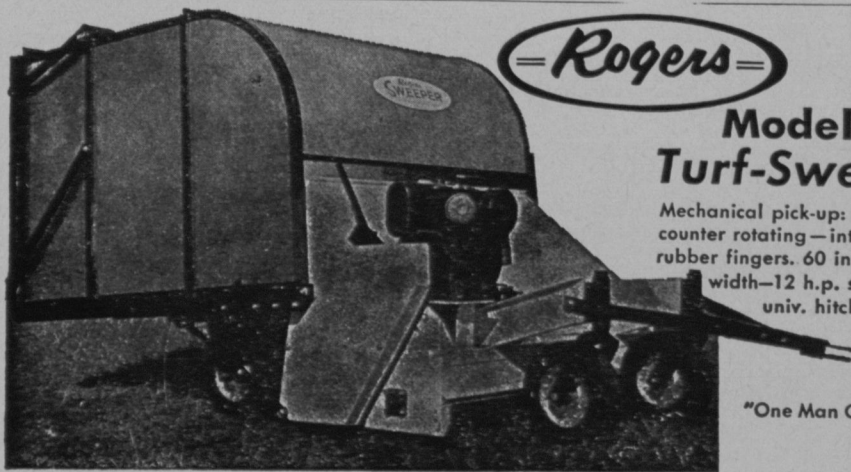
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Mechanical pick-up: two reels counter rotating—interlocking rubber fingers. 60 inch sweeping width—12 h.p. self-powered univ. hitch.

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- Gathers—wet or dry—grass clippings, leaves, rocks, bottles, papers, dead branches, cans and other unsightly debris.
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FRED GRAU

continued from page 22

ground to form dense turf free of clumps.

Summary—The nation's golf courses desperately need improved fairway turf-grasses. If the improved bermudagrasses could be grown in the North we would see all fairways converted to the better bermudagrasses.

Among the cool-season grasses, we look to improved bluegrasses and tall fescues.

The new grasses, to be successful, must have several attributes. They must:

- 1) tolerate close mowing ($\frac{1}{2}$ inch) without injury.
- 2) be highly resistant to diseases so that chemical treatment is unnecessary.
- 3) be able to produce good dense turf with a *minimum* of irrigation water.
- 4) have a tendency to spread, to thicken turf naturally without reseeding, so as to resist weed invasion and to provide a good lie.

Desirable, but not essential, are fine to medium leaf width, deep roots, and long-season green color.

(This writer requests correspondence with GOLFDOM readers who have (or who know of) fairway turf that approaches perfection. We need to assess critically our present situation. Why the failures? What has been done to bring outstanding success? Address correspondence to: Fred V. Grau, c/o GOLFDOM, 800 Second Ave., New York, N. Y. 17)

continued on page 88

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Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-3" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-3" high. Sturdy steel. Bags set solid on tapered shelves.

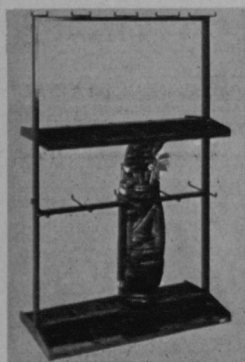
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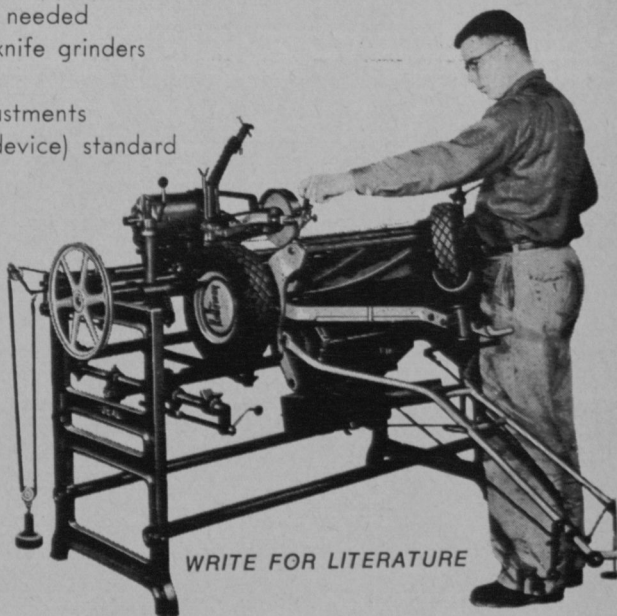
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The extra heavy-duty Ideal Model 900 sharpener handles any reel-type mower — from smallest edger to largest fairway units. Economical in its versatility. Economical in its speed and accuracy.

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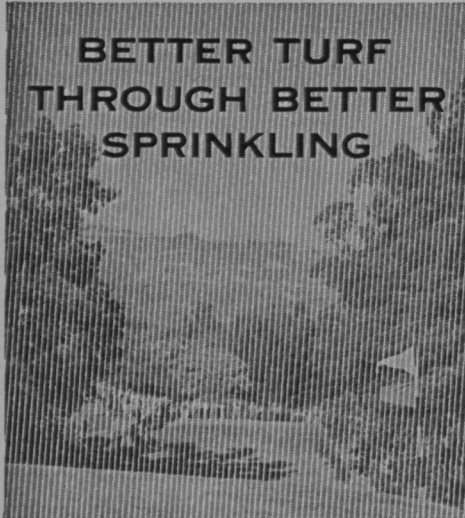
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FRED GRAU

continued from page 86

Q.—We plan to seed our new fairways to a mixture of Merion and common Kentucky bluegrass. When we order the common bluegrass are we likely to get seed grown in Kentucky or Nebraska or something else?

(Ohio)

A.—Our best information indicates that you have a 50 to 60% chance of getting Newport bluegrass when you order common. Newport is a heavy seed producer. Some is sold by name; the rest goes on the market as "common." Seed tags must carry state of origin. You can specify "Kentucky-grown common" or "Nebraska-grown common."

Q.—We have watered bent fairways but water shortages plague us. What would happen if we couldn't irrigate?

(Pennsylvania)

A.—You might wish you had started with bluegrass and tall fescue. ●

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"Change those Can'ts to Cans!"

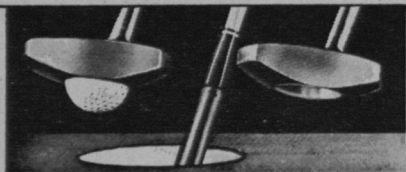
Gay Brewer has a tip for you. The next time you're giving a lesson and hear "I can't hit a two iron," or "I can't hit a driver," etc., that's the time to sell a set of Power-Bilts and change those Can'ts to Cans! Explain the principle of Master-Matching. Point out that each club in a Power-Bilt set is perfectly inter-related in balance and feel, so that all clubs in a set swing exactly alike. This means there's no reason why one can't play every club in his bag equally well. So tell your members to set their minds to it, and the best way to start is with a set of Power-Bilts!

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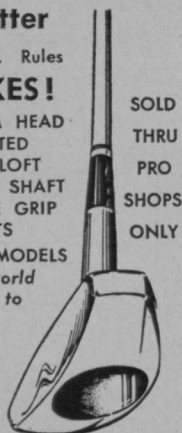
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ONLY

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LEARNING

continued from page 48

Commission, sponsored a symposium on the subject of "Winter Injury." Topics on the agenda ranged from basic discussions of the physiological causes of injury to such pragmatic subjects as methods of protection and the latest information on soil warming.

Protective measures such as covering of greens with polyethylene film were more widely used in 1966. Other materials were studied to determine whether they offered advantages over polyethylene covers. Excelsior mats show promise for such a use. These coverings serve to minimize temperature fluctuations and they reduce moisture loss. It seems likely that these and similar materials will come to be used more in the future, especially is this indicated in the northern sections of the nation.

Soil warming was also given more attention in 1966. Investigations at several experiment stations have yielded some in-

continued on page 92

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