"TURFGRASS"
The American Society of Agronomy, at its Dallas, Texas meeting in November last year agreed to the use of the single word "turfgrass" as a descriptive term wherever appropriate. Chairman Fred V. Grau of the Society's Turfgrass Committee explained that the new word was coined to dispel any implication that work with turfgrass was connected with horse racing. The Society suggests that all American turfgrass conference groups seriously consider the adoption of the new term.

Semi-dormancy will tend to keep turf in condition to resist weed invasion, whereas excessive moisture applications during these periods will encourage weed growth. Thus, adjustment of watering practices to conform to climatic conditions may eliminate weed invasion and prevent waste.

The grass, the soil and the climate, then are the basic factors involved in the development of an efficient, satisfactory watering program. The soil factor lends itself to alteration and modification by man, but man exerts essentially no control over the climatic factors and only limited control insofar as the particular grass he may utilize for golf course turf. Since man is able to exert considerable influence on the physical and chemical properties of soil, it would appear that his efforts should be directed toward developing a soil medium as near ideal for the growth of turfgrass as practical limitations permit.

By so doing, watering more nearly in accordance with the requirements of a particular grass will become feasible and the golf course superintendent will be in a more favorable position to adjust his watering practices to meet changing weather conditions. Careful and considered attention to all three factors may do much to promote the efficient use of water, control weeds, and to eliminate waste.

SPALDING INCREASES 1954 ADVERTISING

In one of the biggest ad campaigns in the company's history Spalding's 1954 program is planned to register more than 80 million messages in consumer publications reaching every age group. Hitting hardest during the height of the selling season and with special emphasis on Spalding's Synchro-Dyned clubs and other golf equipment, the campaign will feature colored