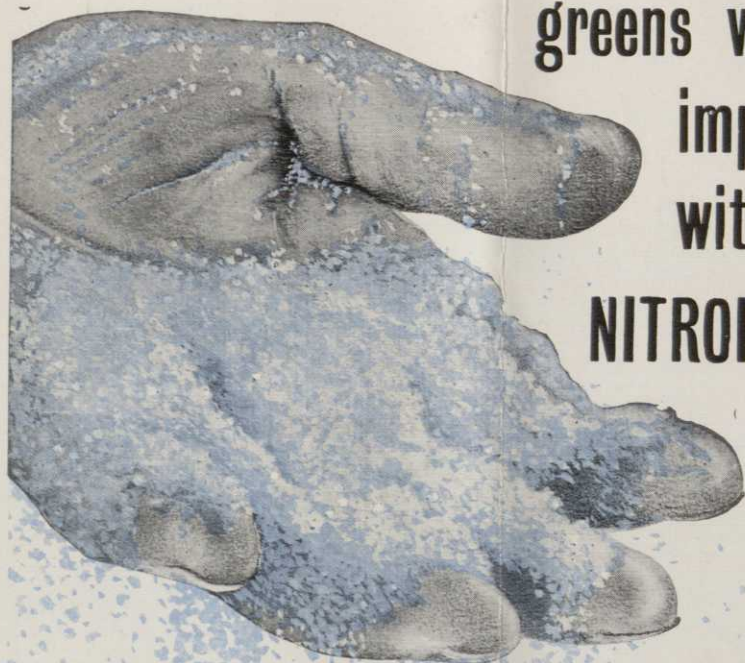


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THE BRITISH GOLF

GREENKEEPER

HON. EDITOR: F. W. HAWTREE.



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No. 219 New Series

JUNE 1963

*Since Spring sprung her lid
Here's hoping you're rolling 'em
As smooth as you did
On your kitchen linoleum.*

CLIFF MACKAY.

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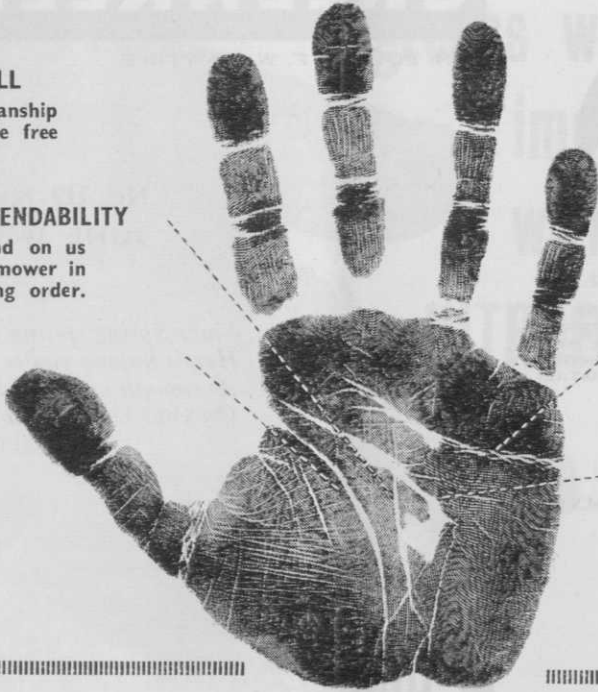
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TEE SHOTS



by the Editor

MOST golfers have now forgotten the winter. When they see dead patches on greens, they ask why the snow was not cleared. The critics have been boosted by the absurd dates on which makers of popular beverages are advised to hold their tournaments. The expanding programme starts too early and ends too late. Each new addition has to be fixed to avoid clashing with the Pernambuco Open or the Brewmaster Foursomes. Never a thought as to whether the course is likely to be in reasonable condition. Travel has also widened promoters' horizons so that they think the climate on British golf courses is like California all the year round. Provided the prize money is big enough, the grass is bound to grow.

* * *

This spring has shown that it is never safe to fix big events in April or even May in this country. Nor should a Committee expect a greenkeeper to ignore what is best for his course and do only what the gaily clad gladiators demand as of right. His whole routine is turned inside out for three or four days' play. The members are there all the year. At a time when he should devote himself to the gentle arts of healing winter ravages, he is exposed to the dangers of shock treatments and the critical eye of strangers. Some Press Correspondents are understanding: others have to find a "story" when a player with locker room blues works them off on the greens.

* * *

There are three solutions. The tournament programme could be re-packed into the box it once comfortably occupied. Television and the growing public would still produce results. We could wait patiently until the need to increase prize money to six figures to attract any big names outside December and January causes all manufacturers of lager and aperitifs to take the pledge. Or all golfers with strong views on greenkeeping could be invited to prepare a clay course for an Open Championship in February. That should learn them.

GOLF IS BIG BUSINESS

**Ron Wills takes
a look at the
background to
Britain's fastest
growing outdoor
recreation**

*This article first
appeared in 'Golf News'
17th May, 1963 and we
are grateful to the
Editor for permission
to reprint it here.
Golf News would always
be glad to have news
items from our readers*

GOLF, if you'll excuse the cliché, is booming. Weekly, almost daily, more and more of you unsuspecting humans, attracted by its apparent simplicity, are completely captivated by the sport.

Before you can say "eyes down," you're completely under its spell . . . hooked . . . an addict.

Suddenly, that infuriating little white ball has taken on a most sinister air. Sneeringly, it mocks you in your puny endeavours to hit it hard and fiercely.

You become a helpless, blubbing mass as it shoots off at a 45-degree tangent. You curse. You swear in a vividly articulate manner.

But you're still playing, aren't you . . . ?

And seeing there are so many more masochists like you around, I was curious—being that sort of person—about the financial side of the boom.

Then my Editor came across, and read avidly, an article on the business side of golf. I knew that my curiosity was on the brink of being satisfied. By way of a good deal of hard work, of course!

The article appeared in the *Three Banks Review*, which is published by three Scottish banks (The Royal Bank of Scotland, Glyn Mills and Co. and William Deacon's Bank Limited).

There was a warning glint in my Editor's eye as he finished reading. He thrust the Review at me "Read that!" he said, with customary economy of words, "and then dig out a lot more facts and do a piece for the paper."

Well, the first part was simple enough. I read the article . . . and was more surprised by some of the facts it imparted.

For a start, did you know that golf is now a £20 million-a-year industry? Or that the annual turn-over in golf equipment approaches £10 million?

The article went on :

"All present indications are that the amount will continue to rise; overall spending on golf has trebled in the last ten years, and the game's part in the social life of the country is growing apace.

"A steadily increasing number of young people are being introduced to the game by the Golf Foundation, whose instructional courses now cover more than 650 schools. Old and false prejudices about golf being unsuitable for the young have been overcome; its qualities as a test of character, of self-control and good manners, and its benefits as a pastime, a relaxation, a challenge and an exercise, that can last a lifetime, are now widely recognised.

"Furthermore, the spread of wealth since the war has brought golf within the compass of thousands to whom previously it was only a name. Membership of a club, as of a country club in the United States, is a status symbol, and has become almost as desirable to the parvenues possession of a Jaguar."

The golf boom established, I went in search of more facts, more revealing figures.

Which explains how I came to spend the best part of thirty minutes one hot afternoon trudging up and down Oxford Street. I was looking for number 145.

However, the shops and offices there seem strangely reluctant to reveal their numbers. And my sympathies went out to a novice postman.

Number 145 is the headquarters of the Federation of British Manufacturers of Sports and Games Ltd. Though you'd never guess it from the outside. There's no nameplate announcing their presence. And you reach the office by clambering up three narrow flights of stairs.

On the first floor I was told: "I think they're upstairs."

On the second floor, my query was greeted with: "I think they're upstairs."

On the third floor, they were quite sure that it was indeed the headquarters of the Federation of British Manufacturers of Sports and Games Ltd.

And once there, the pace fairly buzzed with efficiency. The Federation's secretary, Mr. A. H. Spink—known in the trade as "Sandy"—had all the facts and figures neatly tabulated, easily understandable and he backed them with logical, feasible explanations.

He translated the golf boom first into cold, hard facts which told a remarkable story.

In five years, the sales of golf balls rocketed from 406,000 dozens (1957) to 530,000 dozens in 1961.

During the same period, the sale of golf clubs leapt from 308,000 to 437,000. Last year the figure reached 464,000.

In 1959, the value of imported golf clubs was negligible. In 1960, imports were worth £64,000—paid mostly for American clubs.

In the next twelve months, the Australians, the Canadians and even the Japanese jumped on the band-wagon and pumped golf clubs into Britain as fast as they could manufacture them.

Going Right Up

They—and the Americans—sent the figure hurtling up to £153,000 in 1961. And last year it was an incredible £215,000.

"Of course," said Mr. Spink, "to that figure you have to add import duty and purchase tax and, with the retail margin of profit at fifty per cent. I reckon £450,000 worth of foreign clubs were sold in this country last year."

And without doubt, all these figures will climb even higher in 1963.

The Americans quick, as always, to exploit a new market, recently opened a factory on the West coast of Scotland to manufacture golf clubs in this country—thus, presumably, saving on transportation costs. This type of activity is likely to grow as the boom gathers speed.

Only the fact that the Royal and Ancient has vetoed the use of the larger American ball has prevented the Americans building a factory for their manufacture, too.

The Federation's figures for balls incidentally, refer to the four principal

manufacturers — Dunlop, Spalding, Slazengers and Penfold. These four account for between 90 and 95 per cent of all sales.

Clubs, of course, are in a different category. Many smaller companies — particularly in Scotland—still manufacture them by hand. Their business is steady, if small, compared to the larger companies. As a result the influx of foreign clubs does not endanger their livelihood.

Unlike the Federation, individual companies—such as Dunlops—are loathe to reveal figures of any description. Even a percentage increase, or decrease, of sales is not something they care to pass on to the Press, the world at large, or their competitors in general. In fact, they are jealously guarded.

As one representative put it: "We don't want to let our rivals know what sort of business we're doing, do we?"

But one thing is certain. Any firm or company connected with the manufacture of golfing equipment is not going short of a crust.

AND THIS IS HOW THE MONEY GOES

Sales of golf balls

1957	406,000 dozens
1958	417,000
1959	481,000
1960	500,000
1961	530,000
1962	507,000

Sales of golf clubs

1957	308,000
1958	314,000
1959	339,000
1960	367,000
1961	437,000
1962	464,000

Imported clubs

1959	Negligible
1960	£64,000
1961	£153,000
1962	£215,000

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and Treasurer
by paying up
promptly?

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The Editor,
The British Golf Greenkeeper.
Dear Sir,

We have been asked to produce a product combining the soil-conditioning properties of Alginure with the NPK value required for top quality turf.

Whilst this is possible from a technical point of view, we should be most grateful if you could advise us—possibly through your readers?—if the price of such a product, which it is estimated would be approximately 125/- cwt., would be acceptable to those people who are interested in creating and maintaining high-quality turf.

We thank you in anticipation of your valued opinion and advice.

Yours faithfully,
OXFORD HORTICULTURAL
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RETIREMENT OF STANLEY SOUTAR OF RANSOMES

Mr. Stanley Soutar of Ransomes has retired after a career spanning over forty years. He is well-known throughout the lawn mower trade and we gladly print this tribute from one of Ransomes lawn mower Distributors.

AN APPRECIATION BY A RANSOMES LAWN MOWER DISTRIBUTOR WHO KNOWS HIM WELL

After over 40 years with Ransomes Sims & Jefferies Limited, Stanley Soutar retired on 30th April, 1963. I would like to pay tribute to the man who has probably amassed more knowledge of lawn mowing machinery than any other person in the trade today.

During his long and successful career with Ransomes, Mr. Soutar held both administrative and managerial posts. Born in Arbroath, he served an engineering apprenticeship in Glasgow and gained general experience with several engineering firms on Clydside before moving to Ipswich soon after the First World War.

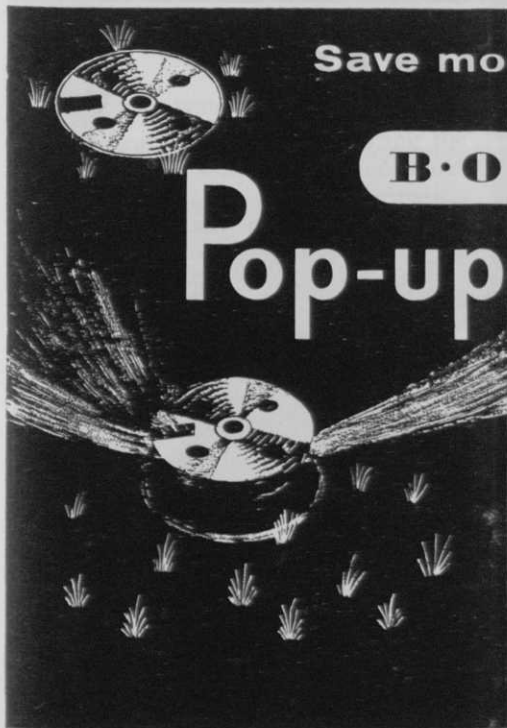
Most of us will remember Stanley Soutar for his hard work and foresight in imple-

menting and launching in 1954/5 the Ransomes Authorised Repair Agents' Scheme, a scheme, which has been so successful in ensuring the essential after-sales service of Ransomes grass cutting equipment.

With the increase in the use of lawn mowing machinery, the A.R.A. scheme has proved its effectiveness to the full. The conditions that Agents must have certain machinery, factory trained personnel and a large stock of spare parts has meant better service to the customer and user. This service has been the envy of many of Ransomes competitors and the greatest compliment to this idea has been paid by those who have tried to copy it. They are at a disadvantage unless they have a man of Stanley Soutar's ability to organise their efforts.

Finally, Stanley Soutar, the Technical Sales Representative (to give him the title he has held since 1956), has added another feather to his cap! He has set the pattern of service lectures for the personnel of Parks Departments who actually operate Ransomes mowers. The tips on maintenance and care of the machinery they use, simple explanations of manufacturing processes and just friendly help all contribute to the better running of machines, men and municipalities.

I feel sure that my readers will join me in wishing Stanley Soutar good health and a long and happy retirement.



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JUNE

11th
12th
27th

Midland Section, President's Match, Handsworth Golf Club.
Southern Section, Annual General Meeting, Talbot Restaurant.
Scottish Golf Greenkeepers' Association Annual Golf Outing,
Prestonfield Golf Course, Edinburgh.

JULY

16th

North West Section, Visit to Research Station.

AUGUST.

12th, 13th
and 14th

Annual General Meeting and Annual Tournament, Royal Birkdale Golf Club.

SEPTEMBER

24th

Southern Section, Autumn Tournament, Walton Heath Golf Course.

25th

East Midland Section Autumn Tournament, Rothley Park Golf Club, Leicester.

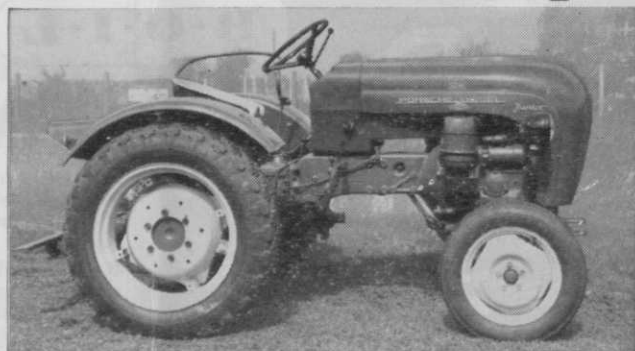
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DROUGHT

By John H. Madison, Junr.

Department of Landscape Horticulture, University of California, Davis.

As U.S. long range forecasters promise us dry weather in June, we reprint one of their experts' advice on how to deal with it, with grateful acknowledgments to The Golf Course Reporter (First appeared in 'The Greenkeeper', July 1960)

DURING drought, water may be absent or limited. It may be limited in the amount available or by the expense.

Some general principles apply to management actions during water stress.

1. The plant which withstands stress with the least damage is the plant "hardened off" by gradual exposure to stress conditions.
2. The practices should be followed which make most efficient use of the water available.

Irrigation.

Don't waste water.

- (A) Evaporation loss is least during the night, in still air, and when water is applied as a single deep irrigation rather than as several light irrigations.
- (B) Loss by runoff may require special effort, i.e.:
1. using smaller nozzle to apply water more slowly.
 2. a short pre-sprinkle to wet up the thatch layer so water can sink in better.
 3. several off-on cycles of the sprinklers. Water held by the "turf and thatch sponge" sinks in, then the "sponge" is rewet.
- (C) References to the tables (1 and 2) will enable you to calculate your water loss. If you are applying considerably more than needed, there is probably percolation waste or run through.

Deep vs. Light Irrigation.

Light Irrigations (frequent).

Advantages:

1. Necessary to keep shallow rooted turf alive.
2. May make more total growth.

Disadvantages:

1. Promotes salt accumulation—salt toxicity — physiological drought.
2. Encourages shallow rooting.
3. Very high water loss by evaporation.

Deep Irrigations

 (infrequent).

Advantages:

1. If plant is deep rooted, water stress is increased gradually to "harden off" the turf.
2. Salt accumulation is immunised.

Disadvantages:

1. Sprinkler must stand a long time in one spot.
2. Works only with deep roots and deep soil, and on heavier textured soils.

Fertilisation.

1. Nitrogen makes softer plants—less drought resistant.
2. Adequate K promotes hardening of plants.
3. Fertilisers increase soluble salts
4. A starved turf has poor survival.
5. After water stress has begun, it is too late to fertilise.

(Continued on page 10)

Pest Control.

Many pest control chemicals (weed—disease—insect) are somewhat injurious to turf. Unnecessary applications during stress may reduce survival.

Mowing.

1. Sharp mowers reduce damage.
2. Grass under stress makes less growth—needs less frequent mowing.
3. Higher cuts may help conserve water. (The more heat energy lost by convection, the less lost by evaporation.)

Competition.

Root pruning reserves water for turf rather than trees.

Aerification.

Infiltration promoted.

If grass is already under stress, it causes injury.

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To complete the picture, we shall be reprinting "Water and Turf Diseases" by Holman M. Griffin next month. Sample saying: "Watering is too often a routine rather than an effort to supply the needs of grass. By watering on schedule rather than according to need we invite trouble from many sources"

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