

# Advertise Maintenance Work to Your Members

By FRANK SUNDY

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Frank Sundy on Bloomington's 14th fairway two weeks after its 2,4-D treatment.

ONE point about 2,4-D in weed control that I believe has not been used to the fullest extent is the way in which the results of the material has impressed on club members the constant hunt of the greenkeeper and green-committee for new methods and materials that will improve playing conditions.

As the result of wartime curtailment of maintenance work courses were bound to suffer deterioration in condition. Ours was no exception. Our original 9 holes were badly infested with buckhorn and dandelions. In 1939 we'd added another 9 holes to our course. Up to this year we'd had a fair stand of grass but too many cuppy lies to be satisfactory to me or the players.

We fertilized the new fairways from greens to within about 150 yards from the tees. The improvement was conspicuous, of course, and there was much favorable comment from members.

But where we really dramatized our work was in the experimental application of 2,4-D to our 14th fairway which was the weediest we have. We advised members of this experiment by a sign on the first tee. On July 27 when the 2,4-D application was made weather conditions were highly favorable. The results were quick and impressive, with about a 90% kill of weeds. Because of the sign publicity members made comparison of treated

and untreated fairways and were amazed by the results on the 14th fairway so they talked a lot about this job. The work did much to make them course maintenance conscious. We intend to buy or build a spraying outfit to treat the rest of our course. I can see where it may take several applications of 2,4-D and a good fertilization and possibly a seeding program to establish turf in such condition that there'll be exceedingly little room left for reinfestation by weeds.

Another thing that we're doing is building a new tool and machine house which will have modern machinery for the maintenance of our course equipment in first class operating condition. It's a tougher job to dramatize that sort of an essential improvement at a golf club, but the successful demonstration of the 2,4-D as a publicity medium for the course maintenance department tipped us off to the wisdom of using every means we can to make members sharply aware of the work, the problems and the achievements in providing a pleasant place for golf.

We now have the opinion that every green-committee and greenkeeper in planning operations for 1947 should give more consideration to the publicity needs of the course maintenance department. That problem seldom has received adequate attention from club officials or greenkeepers.