

# What They Told the Greenmasters

## You're Big Time—You Need Better Publicity

By MERRELL WHITTLESEY

Golf Writer, Washington Evening Star

Every supt. I know of has to be his own public relations man. Very few clubs have employees who specialize in this kind of work. If they do, their p. r. man probably plays up news that is considered more glamorous than the kind the supt. makes.

So you're on your own! How do you go about getting publicity or recognition? I suggest getting to know the local golf writers, reading their columns to find out what they're interested in and asking them when they prefer to be contacted for column notes. It also doesn't hurt to get acquainted with editors of your paper's garden section, rotogravure and real estate dept. All these people are looking for ideas and stories that you can supply.

I'd be around where people can see me when tournaments are played at your club. You should be there to take bows when golfers comment about the fine condition of the course. They say that no more than 25 per cent of club members know their supt. Whose fault is that? I say it's yours and you should do something about it.

What makes news from the supt's standpoint? Your meetings, elections, tournaments you hold among your association members, recognition that you get from local, state or national groups. Also changes you make in your course such as rebuilding tees, greens, etc. Don't overlook any research work you may be a part of or testing you may carry on for researchers. There are many things you do every day that make news if you only stop to realize it.

### Suggests Informed Publicist

I think your national organization needs a publicity man. As I see it, you fellows are big time. You don't need a man in a gray flannel suit but someone who knows something about golf. It's apparent from the stuff that hits a golf writer's desk that 99 per cent of it is written by people who never see a golf course. So, if you take my suggestion on this one, make sure your publicity man knows the game.

Finally, I'd like to see you change the title of your occupation. Supt. is unromantic. You need something shorter and snappier that will fit more readily into newspaper heads. Also, the name of your organization is too long. I don't mean to be critical. I want to see you get all the publicity that is coming to you, but you make it tough for newspapers because that word, 'superintendent,' takes up too much space. Furthermore, it doesn't tell what you're superintending.

## Poa Annua Control in New Jersey

By RALPH E. ENGEL

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Experiences of a supt. with sodium arsenite and promising chemicals led us to study chemical control of poa annua. Two years were spent screening materials at different seasons and rates. At the close of this period, we selected sodium arsenite, maleic hydrazide, and endothal as worthy of further study.

These chemicals were sprayed on test plots across a fairway of the Canoe Brook CC through four seasons. At the close of the past season, we concluded that endothal can produce a significant reduction of poa annua in bentgrass fairways of our area. We shall recommend that its use be restricted to two or three applications in early spring at a rate of 1/2 lb. per acre. It must not be used on fairways that have solid areas of poa. The endothal treatment, as used, gave nearly 100 per cent control of white clover.

Sodium arsenite, at one lb. per acre (plus 1/4 lb. of 2,4-D), gave a measurable reduction in poa annua. Since discoloration was scarcely noticeable, it is possible that a slightly higher rate of sodium arsenite could have been used safely.

### Caused Summer Injury

Maleic hydrazide treatments were discontinued before the end of the test. While this chemical checked poa seedheads effectively, it resulted in summer injury and reduced grass competition to the extent that severe clover infestation occurred.

At Louisville, I stressed that a new material or procedure should be tried conservatively. We suggest this for endothal in New Jersey and we would be far more emphatic in recommending it for other areas.

A study of nitrogen carriers in 1957 compared soluble and insoluble carriers at differing rates and patterns of treatment. Treatments were made on 1/4 in. creeping bent. Clipping weights and color ratings were made throughout the season. (1) The insoluble materials gave steadier nitrogen stimulation. (2) a single application of ureaform gave higher stimulation at the start of season and lower stimulation at the end of the season than an equivalent amount of ureaform in repeated applications; and (3) an activated sewerage sludge gave more stimulation and growth, especially later in the season, than a processed tankage or a ureaform. This test will be repeated in 1958.

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