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Golfdom

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Green Section Wins Two Year Battle on Crab Grass

By FRED V. GRAU

THIS is the first published digest of the Green Section's highly valuable research into the chemical control of weeds, with particular reference to crab grass.

Maintenance budget reductions in recent years have given crab grass and other weeds an opportunity to threaten seriously the fine turf standard which golf clubs have won at the cost of many dollars and many years.

It is hoped that the significance of the Green Section's research triumph and the release of this information at this time will not be lost on those clubs that ought to belong to the USGA and do their part in preserving the essential activities of the Green Section.

To many clubs, not now members of the USGA, this crab grass control article is definitely worth far more than the \$30 annual dues in the USGA.

Do you think that your club, as an organization of sportsmen, should "ride on a pass" and make use of this helpfulness of the USGA without spending \$30 a year for its ticket?

AFTER TWO YEARS of careful experimentation at the Arlington turf garden, University of Maryland, the Chicago and New Jersey districts and elsewhere, it has been rather well established that crab grass, one of the oldest pests of turf, can be quite successfully controlled. The nature of this control is a simple treatment with a common inexpensive chemical which requires no more fuss or bother than mixing up a batch of bichloride of mercury or broadcasting a pailful of sulphate of ammonia over a putting green. The chemical is sodium chlorate, an ordinary-looking, coarse, white, granular salt having very much the appearance of coarse barrel salt. The price of the chemical ranges around 7c to 7½c a pound in 100-pound lots.

More than 1,500 separate tests over two years have been made with this chemical in addition to perhaps as many with several others as well. Every conceivably good combination of this chemical with other materials, fertilizers and inert carriers has been made and tested under a wide variety of soil and other conditions. The best results have been obtained on the heavier types of soils, silt loams, loams, and clay loams. The results on lighter sandy soils have not been so promising.

Crab grass begins its insidious work long before most of us ordinarily suspect its

presence. Around Washington, D. C., crab grass seedlings sometimes may be found around the first of April but do not ordinarily become noticeable until close to the first of June. During this time very little top growth is made but the root system enlarges enormously, thereby enabling the crab grass plants to over-run the turf grasses later in the summer. These very young crab grass plants are quite easily killed by rather small concentrations of sodium chlorate.

Application Rates and Time.

Sodium chlorate may be applied to lawn and fairway turf, under proper moisture conditions, at rates up to 2 lbs. to 1,000 sq. feet. This represents the upper safe limit of rate of application. At this rate as many as four successive applications have been made with no more than temporary injury to the turf. However the experiments carried on by the USGA Green Section indicate that the first application of sodium chlorate should be made on or about the first to the middle of May in the vicinity of Washington, D. C., and somewhat later in more northerly and westerly climates. At this time the crab grass plants being small, an application of $\frac{1}{2}$ to 1 lb. to 1,000 sq. ft. will quite effectively handle the situation. At this rate the turf grasses are injured only slightly and completely recover within two to three weeks. Bad burns may result from faulty application, however, especially at the heavier rates.

Since sodium chlorate apparently does not injure the germinating power of seeds, new crab grass plants will appear as soon as the toxic effect of the chemical is lost; therefore a second application must be made within three to four weeks. About the middle of June, then, a second application of from 1 to $1\frac{1}{2}$ pounds to 1,000 sq. ft. may be made. This increased rate is necessary to kill any crab grass plants which being older, are more resistant to the chemical and may have escaped the first treatment. Now under the proper conditions the turf grasses, largely freed of competition, are able to develop normally with a little encouragement by light fertilization. Since the competition is removed, there need be no fear of summer fertilization for the weeds largely have been removed.

Some crab grass plants will still come in even after mid-summer, so that a third application at the 2 lb. rate will most likely be necessary about the middle of Aug-

ust. This will catch the crab grass plants just before they begin to produce seed heads and the toxic effects will last sufficiently long to effectually prevent any plants from maturing seeds. This is important since it has been shown that a single crab grass plant may produce as high as 200,000 seeds and that as many as 400 crab grass plants may exist in one square foot of soil. Within two or three weeks after this last application of chlorate a generous fertilization with a complete fertilizer should be made in order to encourage the turf grasses to occupy the soil completely and prevent the re-establishment of weeds more effectually.

Method of Application.

Now as to the method of applying chlorate. There are at least three ways in which it may be applied. The most common method of applying chemicals has been that of spraying. Spraying however requires large amounts of water, rather expensive equipment, and is more or less of a bother. Another method which has found considerable application on golf courses is that of distributing the chemical in solution as a coarse rain through sprinkling carts, barrels, and similar devices. This however is subject to more or less the same disadvantages as the spraying method.

The third and perhaps the most applicable method for this particular purpose is that of mixing the chemical with compost, sand, or crushed limestone, and either broadcasting it or distributing it through a lime spreader or any other suitable device. *The dry method has the further advantage in that sodium chlorate, when mixed with dry inorganic material, does not form a combustible mixture. This reduces to a minimum the fire hazard, which is ever present when sodium chlorate is used in solution.*

On what kind of turf may this sodium chlorate treatment be used? Experiments so far have been carried out principally on fairway and lawn turf. It has been tried to some extent on putting green turf but the tests have not been extensive enough to be conclusive. Bluegrass, Colonial bent, redtop, and fescue have been tested under fairway conditions and will persist and thrive under the treatments as described. Most of the common annual turf weeds, including crab grass, as well as plantain, disappear in a single season. Annual bluegrass is to a large extent discouraged. By this it may be seen that the method of

RUTGERS SHORT COURSE IS USUAL SUCCESS



Sixth annual short course in Turf Management, conducted at Rutgers University, New Brunswick, N. J., Feb. 19-23, was attended by 26 men, a majority of whom represented golf clubs from Massachusetts to Delaware. The course was an entire success, according to Howard B. Sprague, of the N. J. Agric. Exper. station, who was in charge.

A new feature, introduced this year, was to hold a dinner on the last day of the course, at which certificates of attendance were presented to those who had merited them.

treatment is applicable to approaches, banks, aprons, fairways, roughs, nearby lawns, parks, and similar turfed areas.

How Treatment Works.

The success of chlorate treatment depends largely upon a sufficient supply of moisture in the soil to bring the chemical into solution, in which state it is carried into the soil absorbed by the roots, and taken into the circulatory system of the plant. Once in the plant it acts upon the chloroplasts, which are the food factories of the plant. It disintegrates the starch granules and causes the plant to starve to death. The first indication of its action is a bleaching of the leaves, followed by a browning of the leaf tips and eventually the death of the entire plant. It is not definitely known just why sodium chlorate is so selective in its action but that it is selective is sufficient for our purposes at the present time.

Use With Care.

Sodium chlorate is an oxidizing agent, which means that in combination with material of an organic nature it promotes and assists combustion. In combination with sulphur, charcoal, clothing, wood and similar materials it forms an explosively combustible material. There have been serious accidents in connection with its use as a spray. Workmen's clothing become saturated and when dried they may be ignited simply by friction, rubbing against a car seat, or a spark from a cigarette, but by combining chlorate with dry inorganic ma-

terials such as compost, sand or crushed limestone, there is practically no danger. The material is not poisonous and is not dangerous by itself. It is handled in steel drums and should always be kept in steel containers—never in wood.

Further investigation regarding the applicability of this chemical to other types of turf and weeds should be continued. Other chemicals such as ammonium thiocyanate and arsenic compounds have also been investigated to some extent but there still remains a great deal of work to be done along this line. A complete report covering two years of investigation is to be published soon in the *Bulletin* of the USGA Green Section.

Relay Golf Game Makes Round in 20 Minutes

FRANCIS MARZOLF, pro at the Wyandot G. C., Columbus, O., and Tom Dempsey, manager of that club, organized a stunt that gives the golf nuts something to shoot at. With players shooting in relays, an 18-hole round on Wyandot was played in 20 minutes, 41 seconds. Gross score was 29 with one ball in a water hole and a four-putt green.

Mixed up in the mad rush were Marzolf, Dempsey, Johnny Florio, E. G. Livesay, Thornton Emmons, L. W. St. John, Millard Hensel, Don Dutcher, Glen Bishop, Stark Frambes, Mrs. Thornton Emmons and George ("Red") Trautman.

Pros' First Short Course Money Maker for Wide-Awakes

BYOND question the first pro business short course conducted by the PGA at Morrison Hotel, Chicago, March 29 and 30, marked a turning point in professional golfers' business operations and their relations with their clubs.

Harry Radix, president of the Chicago District GA, who is not given to hooie in praise or injustice in censure, sounded off on the character of the short course when he said:

"If club officials knew how intensely profitable to the club was their pros' attendance at these sessions they would insist on their men being present.

"Next year I suggest that you mail announcement of your short course to club officials as well as to professionals and you will have a capacity crowd in attendance because clubs and professionals can not be blind to one of the most valuable new developments in golf."

It is the intention of the PGA to follow up the Chicago short course with sessions in other sections, if possible within the next several weeks. The Chicago venture was an experiment launched by R. W. Treacy, secretary of the PGA and chairman of its educational committee.

A registration fee of \$5 was put on the event to cover expenses. Leonard Hicks, No. 1 guy of the Morrison, gave the short course room without rental charge. As the stenographic expense ran under the estimated amount the boys were refunded on the \$5 they put in, and are well ahead financially.

Rich Get Richer

That line about the rich getting richer and the poor getting poorer applied to the short course. Many of the fellows it could have helped most weren't there. The attendance was made up of fellows in the better jobs who are handling them excellently and will handle them still better, according to their own admissions, as a result of pointers picked up at the short course.

First lecturer to tee-off was Max Brody, Chicago manager for Grand Rapid Store Equipment Co. Brody, some years ago was with Wanamakers and spoke as no

stranger to golf merchandising. He and his company have been responsible for the layout and fixtures at many of the country's noted retail stores.

He tipped off the boys to the fact that golf clubs are about the coldest items of merchandise that could be displayed. For that reason he advised club display in south light which is warm rather than in north light which is most suitable for the display of furs.

Give Merchandise Character

Keep away from the "basement sales" atmosphere Brody advocated because the pro shop business is of a professional character, even in those cases where a fellow wants to do business in competition with stores on a price basis. He advised that the fellows show fewer clubs so each club displayed will stand out in character. He also stressed the importance of displaying as much merchandise as possible on eye level. "Don't make it hard for the customer to reach merchandise," he counseled.

Instead of dead white inside the shop, Brody told the pros to use warmer colors, such as blue, yellow, tan, green and reds. He pointed out the effective use of color made at the World's Fair in Chicago as an example of putting life into display. The outside of the shop, Brody mentioned as being frequently neglected with the paint brush, landscaping, canopies, lawn chairs and inviting lanes. Attention to these matters he said frequently would overcome the bad location of pro shops.

Brody as a golfer said that one suggestion he could make to improve business for many pros was to quit thinking that they are too busy. He says the pros' customers are the busy men, running out to play golf, but they never are too busy to talk to the pro.

In an hour Brody delivered to the pros a load of definitely valuable information that will be extensively and promptly employed this spring. He told of the Grand Rapids men being active golfers and always willing to give the pros tips on their shop display equipment and layout without charge. If this Max Brody happens to show at any club where a reader of this is

pro, grab him and get him to look over your shops. He gave the boys a book on how to display to sell at Chicago.

Fields Help the Pros

M. R. Ely of Marshall Field and Co. gave the pros some valuable tips on merchandising from the experience of his outfit. He said that women now are responsible for about 75% of the apparel buying for men. This year Fields are featuring the ensemble idea in selling men's wear, showing in their advertising everything from the hat to the zipper BVDs worn by the well-dressed male of the species. Ely brought out that this ensemble idea could be effectively applied in selling men and women golf bags that fit the expensive matched sets instead of the worn, cheap bags that so many players now carry because the stores have worked bags on the cheap price basis.

He criticized the pro practice of putting too much in a display case. "Make it look like 'here is something special and only a few left' and you will sell more" advised the Field expert. He told about some mistakes his own great organization had made and in these frank confessions cheered the pros. "Always display your merchandise so it looks like you think it is the last word in value," he admonished.

Discuss Caddie Handling

Elmer Biggs, pro-supt. at Peoria CC spoke in behalf of more attention by pros to the caddie situation. The youngsters in the opinion of the substantial Peoria Dutchman, were sadly neglected as contact men for the pros. He advised supervising the caddies because the pro, rather than the caddie-master, eventually is held accountable for caddie shortcomings. Have your caddie-master touring the course to keep an eye on the performance of caddies, suggested Biggs, because occasionally the players, in kindest intent, ruin the caddies by failure to mark down their need of further education or correction. He strenuously opposed the pro practice of having the same caddie, stating that this established a bad precedent for the membership. The only exception he would endorse was when the pro used the club-cleaning boy. He advised running lower class boys along with the Class A caddies so the less competent boys could see how an able caddie performed.

Attention to the caddie situation Biggs said always puts a pro in strong with his

members and justifies his salary by extending his expert services to this important department of member service. The Biggs talk on caddie handling and the lively discussion following it alone was worth the registration fee.

Boys' Place of Business

Al Lesperance, in telling of caddie operations at Westmoreland, said the best results were obtained from caddies when the boys were acquainted with the idea that the club was not a playground for them, but a place of business. He expressed the opinion that the discipline caddies got at golf clubs was one of the finest pieces of training given to youngsters on the threshold of business careers.

The problem of the tough kids in Chicago was referred to by Tom Walsh. Walsh has succeeded in supplying excellent caddie service by not often criticizing individual caddies, but bringing out the faults in a weekly caddie meeting, or in special meetings if something serious dictates. He said that pros would get better results with caddie problems if they would consider the kids not as slaves, but as plastic material that could be moulded properly or tossed off the lot.

Spencer Meister summarized his caddie policy by stating he taught the boys to fear him, but to like him. Meister agreed with Biggs that when the pro is on the job there should be no work for the caddie chairman. Meister added that in addition to handling caddies at Aurora, he had not been too proud to cook, paint and do other work that gave the members an idea of his usefulness.

Meister's remarks led into John Miller's brief talk on what makes a good pro. John was pinch-hitter for Doug Tweedie of Spaldings. Among other things, Miller said that there are comparatively few pros who now ship back merchandise instead of paying for it at the season's end.

Advertise Your Personality

James C. Ewell, advertising manager of Wilson-Western, outlined advertising principles to the pros, loud-pedaling the idea of the pro build-up of the factor of value in his merchandise and service rather than continued attempts to compete with stores on a cut-price basis. Ewell pointed out that no store ever beat out another store on cut-price alone, so it would be futile for the pros to aim for a permanent victory in any price warfare.

In the radio broadcasts that pros have

many opportunities to give, he advised that special efforts be made to put across the pro's personality rather than confine the broadcast simply to an exposition of the pro broadcaster's ideas of golf instruction.

Advertising of a pro's personality and qualifications for member service, Ewell rated as the most profitable advertising that a pro could do. He cited experiences of large advertisers in warning the pros not to be discouraged because a little advertising didn't show appreciable results and impressed on his audience that pro advertising must be persistent to pay.

Help Pros to Make Money

D. H. Mudd, credit manager of Spaldings, told the pros that manufacturers have had to tighten up and put in budget and bookkeeping systems to help their dealers make money so pros shouldn't act aggrieved if the manufacturers insisted on them handling pro business in a way that would make money for all concerned. He said that 110 manufacturers of athletic goods now are exchanging credit information and that a pro who was careless about his credit or other business operations couldn't keep it a secret any longer.

Mudd paid tribute to the vast improvement in pro credit. More than 52% of the pros in the Spalding territory under his jurisdiction discount their bills. This is a better showing than dealers make, he added. The discount terms obviously have Mudd at sea. He said he did not think that a pro who did not discount his bills was entitled to 5%, and that in adjusting the terms the pro who did discount was entitled to the benefit of the discount the slow pay fellow couldn't earn. However, he remarked that figures on department store profits showed a national average of less than 2% last year, so whatever discount the pro could get, he had better grab for profits in every line were scanty.

The Spalding credit man referred to an alarming amount of money pros were beaten out of by members who resigned from clubs and could not be reached. He advocated some action between the PGA and a collection agency in collecting these accounts.

Mudd also vigorously spoke for a simple bookkeeping system for the pros and outlined such a system.

Treacy, Lesperance, Paulsen and Meister spoke on their instruction methods and policies in starting spirited discussions. Lesperance advised his comrades he be-

lieved that most teachers didn't realize how little the golf students knew. Guy Paulsen told of some of the pointers Mac Smith gave Fort Wayne pros after an exhibition in that city. Meister talked of the necessity of preventing stage-fright in the students. "Don't try to make them over if they are taking a lesson in the hope of beating some one tomorrow," the Aurora pro warned.

20,000,000 Golfers

Tom Walsh turned out in a star performance on the subject of group instruction. As the pro guiding spirit in the highly successful Tribune-Chicago Daily Fee group golf lessons, Walsh expressed the conviction that the group lesson idea could make 20,000,000 Americans golfers. Group lessons don't take the place of individual lessons, but are the greatest promoters of more golf business that have been discovered, said Walsh.

He gave many valuable pointers on the stage management of effective group teaching from his experience as chief instructor for the 1,100 golfers handled at his course class lessons last year. "Keep the wind at your back so your voice will carry and don't have your classes look into the sun," were two simple principles which many group instructors neglected, he said.

Dick Hanley, football coach at Northwestern university, told of his coaches' school that started with 65 students and last year had 450 football coaches and sports reporters in attendance, in beginning his talk on what the golf pro might learn from the methods of the football coaches.

Most pros talk over their pupils' heads, said Hanley in confirmation of a statement Al Lesperance had made earlier in the conference. He advised more of an effort to translate the fundamentals into the language of the people being taught. Pro athletes like to gossip, Hanley commented, and in this idle talk are liable to make slurs or show pettiness instead of realizing that whenever one boosts a pro athlete in any game he is boosting the other pros and the game.

Pros err in not listening to see how their customers feel, remarked Hanley. He said that the growing interest in golf was making it advisable that pros give their business more attention than ever before because the public in learning more about golf was becoming more exacting in its demands for pro service.

Alex Pirie recommended that the pros

make more of a play to the youngsters. The impressionable minds of the kids gave the pros who made themselves juvenile paragons great opportunities for coming out on top in the survival of the fittest deal now going on at top speed in pro golf. Kids classes he boosted for many reasons, not the least of which was that the parents can't afford to send youngsters for pay lessons, as they did formerly, and that the pro owes the introduction to the game to the children as a public service.

There is a serious economic waste in not taking advantage of the pros' knowledge of golf by employing at least some of it in course maintenance, said R. W. Treacy, in talking on pro greenkeeping. At the same time, there was a danger of pros getting in over their heads in applying for pro-greenkeeping jobs where they were not qualified. The pros have lagged behind the greenkeepers in getting after business education, said the PGA secretary, who cited cases of pros being anxious to handle greenkeeping jobs, but never going to the trouble of attending many of the valuable greenkeeping short courses available during the winter.

Shortage of Pros and Greenkeepers!

Treacy shocked his hearers when he said that there was a shortage of 1,500 first class pros and 1,000 first class greenkeepers in the country. He said he made this estimate not because there were so many fellows looking for jobs, but because of the lack of qualifications to properly handle jobs. Because so many of the club officials know nothing of the right qualifications of pros and greenkeepers, the education of unqualified men up to a proper standard, or their elimination, was a responsibility pro and greenkeeper organizations would have to assume for service to clubs and members.

"The pro is the golf host," said Harry Radix, president of the Chicago District GA in starting a brisk address. "If he makes every member feel as though he has been received with cordiality and good service, the pro job is being well handled." Radix criticized the displays in many of the pro shops he has seen and regretted his finding because he realized that when a pro lost a sale in the small market a pro has, it was hard to make it up. He advised featuring leaders each week-end in pro shop merchandising. The pros' deportment at clubs he considered as a delicate problem generally handled with great judgment. He counseled that a pro ex-

tend his interest to all members of the club instead of being associated too much with only a small section of the membership.

The importance of the season's schedule at a club in connection with pro profits and member interest warranted the attention of every alert professional, said Herb Graffis, GOLFDOM's Editor. Graffis referred to schedule preparation as a job every pro should kiss himself into as a service to the men's and women's committees. He cited instances of the increased interest of women in golf as suggesting more mixed events and particular attention to the women's schedule.

As good advertising for any pro Graffis mentioned the women's Western Junior championship possibilities. This event will be held at Park Ridge (Ill.) CC, July 9-12 and pros in the midwest would be well to begin developing juvenile talent for this event without delay.

Massachusetts Short Course Alumni Elect Wanberg

PAUL WANBERG, superintendent of the Weston (Mass.) CC, was selected president of the Massachusetts Greenkeepers' Short Course Alumni Association at the group's organization meeting.

Clinton Bradley was selected vice-president and William Nye, secretary.

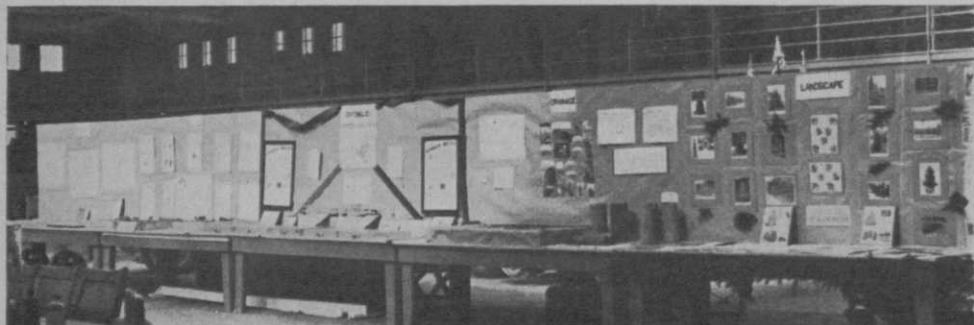
The eight short courses under Prof. Dickinson have been attended by 140 men.

IF YOUR club has a swimming pool, a Venetian Night makes a great entertainment feature. Swimming, music, decorations and Italian grub give the event a gay air.

Manager Edward Newhart of Knollwood CC (Chicago district), who stages some great parties at this swanky establishment, considers the Venetian Night affair the highlight of the annual fixtures.

CONSSENSUS of manufacturer and pro opinion is that the pros' big day is coming back with the new code. The general idea of the codes is to equalize prices.

With prices equalized there is no sense of a member going downtown; quality and service will determine the point of purchase. If a pro can't show a plainly better deal on first class quality or at least equal quality for the same price, and on expert service, he had better get out of the business.



One of the recreation conference exhibits made by students at Massachusetts State College Short course.

Massachusetts Leads Featuring Sports as Big Business

MASSACHUSETTS STATE COLLEGE led the country in establishing a highly timely and valuable work with the recreation conference held at Amherst, March 16-18. Other state institutions are due to adopt the idea President Hugh Baker and his associates presented for the enjoyment of "the new leisure" and the utilization of state resources.

The Massachusetts event went off with such definite value and keen interest that probably the MAC organization itself was amazed at the success of its first conference. Certainly the athletic goods field was caught napping in not realizing the nature of the market development work inaugurated at Amherst.

The "Cage," indoor athletic establishment at Amherst, housed exhibits of athletic goods dealers and the usual annual display of course maintenance equipment and supplies as well as an impressive exhibit of the work done by students at Prof. Lawrence Dickinson's short course in greenkeeping. There were several demonstrations made by sharpshooters and casting experts in the employ of manufacturers and wild life exhibits presented by park commissions.

State's Second Largest Business

The tip-off to the importance of the MAC conference came in a casual reference to recreation being the second biggest business in Massachusetts. This was made by

Harris A. Reynolds, secretary of the state Forest and Park association, during a talk on bridle trails. Massachusetts this year opens a cross-state bridle trail along back-country roads. Figuring that a rider spends about \$10 a day when cross-country riding, the amount of money put into circulation by this sport alone is going to be farm relief to many of the rural residents.

Naturally, golf was a featured subject because the whole affair was more or less an outgrowth of the highly successful greenkeepers' short courses conducted by Prof. Dickinson. The alumni of the eight annual short courses organized at Amherst during the conference and as you look over the names and locations of the members of this alumni association you realize that Amherst is going to be growing in importance as the focal point of some significant greenkeeping research work. Forestry, hunting, fishing, landscape, hiking, skiing and other winter sports, game preservation and women's outdoor activities were sections of the conference, which, in addition to golf, were given extensive treatment.

Jaques Heads Golf Program

On the golf end of the program, Herbert Jaques, president of the USGA, was the leading speaker. Jack Mackie was headman for the pros, the secretary of the Massachusetts GA gave an interesting address in which he brought out that the state had