

The Turf Tells the Tale



Photo courtesy Kenwood Golf Course, Cincinnati, Ohio. Taylor Boyd, Greenskeeper

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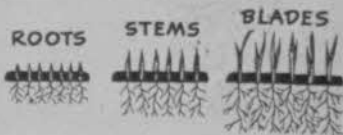


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Green Section Pointers on Summer Greens Care

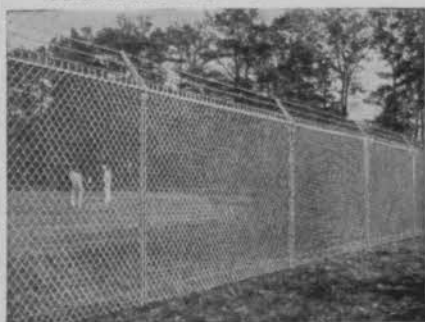
With the hot humid days of summer upon us extra care and planned maintenance practices are extremely important. The following partial checklist of important maintenance practices is submitted for the aid of all superintendents.

WATERING: There are many different opinions on this particular phase of maintenance. The time of day during which watering should be accomplished always has been a subject of much discussion. The Green Section has determined that, for maximum freedom from brownpatch, watering should be accomplished during the early hours of the morning prior to mowing. A watering of this type has many advantages over night watering. Not only is the grass supplied with the necessary moisture for growth but early morning watering will break up the mycelium of brownpatch and also remove the dew, which, in itself is a perfect medium for the growth of the disease organism.

Another advantage of early morning watering is that the grass dries more quickly so that mowing can be started sooner. By avoiding evening watering the grass goes into the night dry and is in

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a more favorable condition for resistance to brownpatch.

Watering when accomplished, whether in the morning or at night, should be thorough in order to promote deep root growth.

One exception to the above is during the period following a prolonged rainy season. Extreme care will have to be observed at a time like this to prevent "scald." Even though the soil may be saturated, several light sprinklings a day may be beneficial in order to reduce high evaporation rates and to keep the top layer of the soil moist. This procedure has been tried and has proved to be successful on many courses throughout the country.

MOWING: It is recommended that the mowers not be raised during the summer. If the grass becomes tender during these hot days, it has been proved that by skipping a mowing and keeping a constant mowing height, excellent results can be obtained.

One disadvantage of raising mowers during the summer is that a "nap" tends to develop which increases the watering problem and disease incidence. Where such a "nap" exists the control of diseases becomes more difficult.

Applications of chemicals to the surface of the grass will stop the immediate

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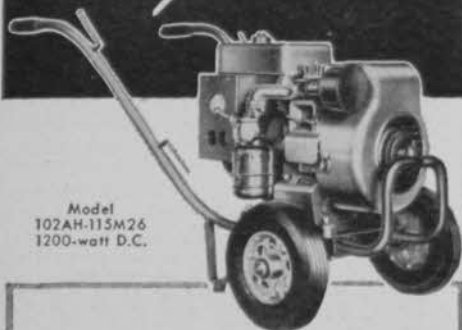
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growth of the disease organisms, but with a heavy mat the organism lives over below the surface and quickly reappears as soon as ideal weather conditions for the disease recur.

DISEASE CONTROL — BROWN-PATCH: Application of an inorganic mercury fungicide, applied at the rate of 1 to 2 ounces to 1,000 square feet at each application; or Tersan, applied at the manufacturer's recommendation, should give adequate control. The use of mercury compounds during hot weather may discolor the grass slightly and it definitely has a retarding effect on the growth rate. Tersan has been proved to be perfectly safe to use in hot weather.

COPPERSPOT: The chemicals best suited for the control of this disease are Puraturf and Puratized 177. Other commonly-used available fungicides have been unsuccessful in its control.

ALGAE CONTROL: Hydrated lime, applied at the rate of 2 or 3 pounds to 1,000 square feet, distributed as a spray or dust, has given rapid and satisfactory control of algae.

FERTILIZATION AND TOPDRESSING: No application of fertilizer or topdressing should be made during hot wea-

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ther except where abnormal conditions prevail.

HEAVY SOILS: Poor water percolation into the soils can be attributed to heavy soils and matted greens. Shallow rooting is also prevalent in heavily-compacted soils. Plans should be formulated for aerating such soils in early fall when the grass is in an actively growing stage.

Winter School for Greenkeepers Opens Jan. 3, at Univ. of Mass.

The 19th annual ten week Winter School for Greenkeepers under the direction of Professors L. S. Dickinson and Geoffrey Cornish will open January 3, 1949 at the Univ. of Massachusetts, Amherst.

Courses will be given in Grasses, Costs, Equipment, Soils, Fertilizers, Water Systems, Drainage, Botany and Entomology. A series of lectures will also be given on construction of fine turf areas.

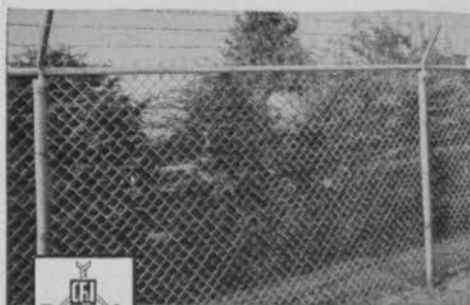
A number of noted greenkeepers and golf course construction men are being invited to conduct discussions in the evening periods. In addition, part of the research work now being carried on at the University is located in greenhouses and will be available for the Winter School.

Attendance will be limited to 25 qualified men. Write direct to Prof. Dickinson for application blanks.

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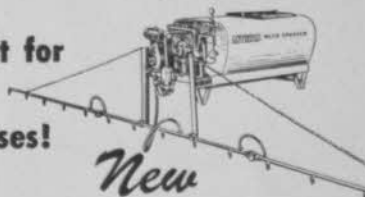
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Study Women's Buying as Key to Bigger Pro Business

By JERRY GLYNN

Professional, Skycrest Country club, Prairie View, Ill.

Any professional who hasn't been paying considerable attention to development of women's business at his club had better begin making up for lost time. Due to the inability of manufacturers to produce enough clubs to supply the men's market the first two seasons after the war ended, the women's business lagged. In a way that's been a good thing for the pros for when the supply catches up with the demand for men's clubs there'll still be tremendous potential sales in the women's field.

Beyond the shop sales view of the women's market there is a broader reason for paying a great deal of attention to the women golfers. Nobody knows when general business conditions are going to tighten up and the clubs again will run into a series of lean years. The club that has the mothers and daughters enthusiastic about golf is going to retain its membership. The female of the species is marvelously skilled in prevailing on the males to spend money. If they are educated to regard golf as one of their social essentials and become keenly interested in their games and scoring there won't be the slump in club membership that there was after the stock market dive in 1929.

A woman's magazine in its advertising promotion has the slogan "never underestimate the power of a woman." That's something for the golf pro to keep in mind. He will not only find that women's power exerts itself favorably and directly on his shop and lesson volume but indirectly—and forcibly—upon the husbands who are officials or rank-and-file members of his club.

About 16 years ago I began giving particular attention to the women golfers' busi-



Skycrest professional Jerry Glynn looks on approvingly as apt pupil Phyllis Otto addresses ball and Dorothy Germaine waits her turn. Both students wear golf shoes from Jerry's well stocked pro shop.

ness. At that time the women's trade volume in pro shops wasn't very much but it wasn't primarily for development of volume that I watched the women shop; instead I began trying to figure out how I could sell more to them. I studied them because I knew—as every married man does—that women are smarter buyers than men and are subjected to the very best of retail advertising, display and selling.

Now let me tell you something about how that early attention to merchandising to women helped me. I learned, first of all, the pro shop selling appeal of "class" and superior quality products in the apparel lines. Application of this primary lesson brought me men's slacks sales of more

than 300 pairs a year. I made a deal with a tailor who would alter the legs for length and the seats to the correct dimensions and my members looked far better than the average of private club members around the Chicago district.

That was one of the timeliest merchandising lessons I ever learned, i.e., studying how to do business at the pro shop so the operations would compare favorably with the best at women's stores. At that time men's dress generally on a golf course was going into a decline from which it certainly has not emerged. Look at the pro and amateur tournaments today—or at many members at private clubs—and you'll see a lot of them looking like they were driving coal trucks instead of playing a game in "the country club atmosphere."

Contrast most of the field in the National and Western Opens and the PGA championship this year with the grooming of Hagen, Sarazen or Armour or 50 others where they were tournament contenders. Or look at Joe Kirkwood today playing an exhibition when it's 100 in the shade. Joe is wearing a \$20 shirt, a \$15 tie, a pair of expensive and finely tailored slacks and looks cool, collected and classy. Too many other pros look like they're dressed for work—and that's bad psychology for the golf pro to pass along to his members. You sell more golf merchandise when golf is fun.

Pro's Grooming Important

Today about 75% of the professionals are smartly groomed in hosiery and shoes. The deterioration in the rest of their golf attire, except sports shirts, has been in a sharp decline from the generally high previous standard. Today too many of the professionals have the casual—and even careless—dress standard that is so obvious among the amateurs. It is fortunate for some pros that the sports shirt fashion from Hollywood not only saved them from tee shirts and dungarees as a professional costume but put them in a profitable new department of pro shop sales.

One very important thing about women's business is that the merchant has to look neat and businesslike if he's making any bid for quality trade. That certainly holds good at the pro shop. Women recognize quality material and tailoring in a professional's apparel more keenly than most professionals do. Lack of a manicure, need of a haircut or shave, the offenses of B.O. or halitosis; all are factors that cut down women's business at pro shops. Perhaps it's undiplomatic to mention these as factors that are sometimes present. But we might as well be bluntly honest.

Most professionals know how neatness of person and of their shops are essentials in making a successful bid for women's

business. But where the business professional is still pretty much up in the air is concerning the merchandise to carry for women. About the only item of quality merchandise other than golf gloves that pros have been able to sell in considerable quantities to women is golf shoes, of one brand especially. The visors and jockey caps have gone rather well to women at many clubs but they'll be on the way out and pass quickly the instant some smart milliner gets busy on women's hats for golf. At the very top Florida clubs last winter some attractive golf hats for women were in evidence.

Women's Golf Dress to Change

From the masculine viewpoint there is a lot of room for improvement in the looks of most golf dresses for women. I have my doubts that at this stage of the business pros can do much of a job in stocking and selling women's golf dresses although I'm told that several pros around Los Angeles have been very successful in selling women's golf blouses.

Generally, though, there is such a wide variation required in women's sizes and so much altering that it's dangerous for a pro to get too far off base in women's golf dress business. Furthermore I believe that the style factor is going to take a more definite and smarter trend in women's golf clothes. At this time a few smart women in almost every club are showing a dress leadership that is having a strong and favorable influence. The truth of the women's golf dress situation among too many of the better golfers is that these garments also look too much like work clothes and have a bad influence in making the golf course, which used to be a place where the smartest sports attire for women was seen generally, an area in which there is a curious and vast variety of women's clothes worn.

There is nothing a pro can do about this, I suppose, but if the dress designers would take the lead the young girls who are coming into the game by the thousands would learn right at the start to be smartly groomed on the golf course. That would be the best break the pros could get in assuring a speedy and solid development of the new boom in women's golf. Look what smart costuming did in popularizing skiing and making business great for ski pros.

Women's Club Market Improves

In club sales to women the missionary work that pros have done with free class lessons for youngsters and women show positive indications of paying out in a big way. Fifteen or 20 years ago girls and young matrons who started to play golf didn't often get new sets. They became

(Continued on page 64)

Maintenance Procedure for Putting Green Turf

By RALPH R. BOND

Those of us in golf course maintenance and nursery work often find it helpful to put in black and white the procedure that we follow for sometimes we learn too late that our turf troubles may be caused by neglecting to do what our experience has taught us is sound practice. The demands of weather and unavailability of labor sometimes upset our schedules and to protect against these upsets a standard operating plan is a pretty fair idea.

From my own experience in raising fine bent, from the experience and advice of numerous greenkeepers and from great help of Fred Grau of the Green section, O. J. Noer, and the Rhode Island Agricultural Experiment station, I've made the following notes applicable to the north central states which may be reminders to men of extensive experience and helpful guides to men of limited experience in maintaining fine bent turf.

The proper maintenance of a putting green depends upon a definite schedule of operations which must be performed at certain times in order to produce maximum results. The following suggested schedule brings the different essential operations into an orderly program for the season.

Although one system will not work in all climates, on all soils and on all bent grass greens, it is possible to lay the groundwork of such a plan so that more attention can be given to new problems and less to the ordinary run of work. The suggested schedule may be adapted and changed to suit individual conditions. Many of the suggestions are based on definite experimental work while others are based on general experience and observation. Operations have been arranged and briefly described in the order that they would ordinarily take place during the season.

1. **Rolling.** Roll when frost is out of the ground, and roller will not become wet or muddy. Soils that are high in clay content may not require rolling at all, because rolling at the improper time will do more damage than good. Soils high in sand content or peat content can stand rolling without damage better than those high in clay.

2. **Fertilizing.** The application of 10 to 15 pounds of an 0-20-20 fertilizer to 1000 sq. ft. in the spring and again in the fall, adequately should satisfy requirements for phosphorous and potash on putting greens. The application of nitrogen then will be the only consideration during the remainder of

A SUGGESTED TREATMENT FOR THE MAINTENANCE OF PUTTING GREEN TURFS

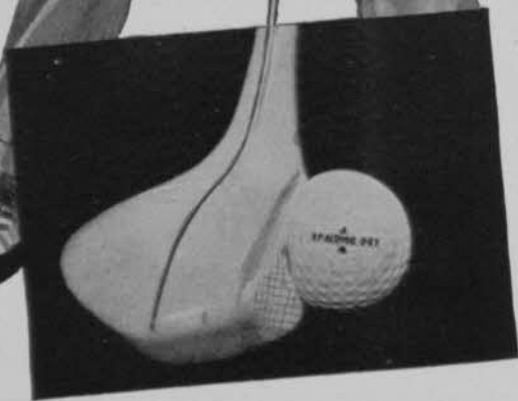
(Treatments are given for 1000 sq. ft. of turf)

Operation	Unit	April		May		June		July		Aug.		Sept.		Oct.		Nov.	
		1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2
Rolling	Time	1	1														
Fertilizer: Complete	Pounds			15													15
Sulfate of Ammonia	"				3		3				3	4					
Organic	"			15													
Weeding	Times	1											1				
Composting	Yards			1/4		1/2						1/2				1/2	
Mowing	Period	()
Insecticides: General (Arsenate of lead)	Pounds			2				1				1					
Ants	Doses			1	1	1			1			1					
Watering	Period	()
Fungicides	Doses																
Liming	Pounds							1	1	1	1	1					1
Spiking	Times							1				1					20
Raking—Knife Edge	"			1													
Brushing—Wire Tined	"							1		1					1		

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