

amazing job of helping southern clubs to raise standard of maintenance . . . The Southern club of any size that isn't in on this work is missing a sure bet.

Wm. DuBie, supt., Farmington (Conn.) CC, has been putting on free movie shows for kids at the Farmington Recreation center, about every other Saturday for four years . . . DuBie has shot many local movies himself and rents a lot of features to show the kids . . . With all the rest of the work a supt. has to do running free movies for kids who might not otherwise get the entertainment, makes DuBie the youngsters' choice as No. 1 citizen . . . His colleagues in the Connecticut Assn. of Golf Course Supts. are proud of him and rejoiced in the story Hartford (Conn.) Courant recently ran on DuBie's work for the kids.

Supts. expecting that continued increase in women's play at metropolitan district courses will cause higher costs . . . Women start early and all over the course in the mornings when mowing and other green work should be done . . . The early play slows up work . . . Another thing you'll see this year is greater willingness of clubs to exchange cost data . . . Slot income no longer has to be concealed in hazy accounting . . . Loss of slot revenue makes it necessary for many clubs to make careful study of financially sound operating.

Frank L. Roberts now mgr., Westmore-



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land CC (Chicago dist.) . . . Bill Cornelius, formerly asst. at Moraine CC, Dayton, O., now pro at Elks CC, Bozeman, Mont. . . Buena Vista CC, Taft, Calif. officially opened . . . George Mifflin is pro . . . The 18-hole course was designed by Lance Hopper of Taft . . . Elmer Voight starting his 35th year as pro at Sunningdale GC (NY Met. dist.) . . . Willie Norton, 84th birthday March 18, celebrated by 36-hole pro-am tournament at Lakewood (N.J.) CC . . . where the venerable Scot served in his first American pro job . . . He retired in 1935 from Shawnee pro job . . . He still plays 9-holes now and then.

Rodney Newman now pro at Homestead GC, Spring Lake, N. J. . . Engineers CC, Long Island course on which 1920 National Amateur and 1919 PGA championships were played, again a private club, being leased for 15 years to former members of Oceanside club . . . Woodbridge G&CC, Lodi, Calif., being enlarged to 18 holes . . . Ft. Wayne, Ind., Junior Chamber of Commerce gets Aug. 21-24 as date of its 3d \$15,000 Open.

Tournament Sponsors Assn. organized with M. P. Wilson, San Antonio, as pres. . . . George S. May also has brought tournament sponsors into huddles to iron out tournament operating problems and get

smoother, swifter and more complete co-operation from PGA . . . Don't want to add to PGA troubles in the ever-bubbling tournament mess but with all the talking about the PGA having more tournament applications than it has dates we can't see why announcement of tournament date awards is held so long . . . If the PGA can announce any tournament date as definitely set a year in advance, why not? . . . Keeping release of the summer PGA tournament schedule until after the Masters is played strikes us as the PGA trying to tantalize somebody in the strip tease manner.

Rumor printed in this column, and coming out of LA, that Los Angeles Junior Chamber of Commerce might not go for 1952 LA Open, officially denied by LA Jaycees who say they'll sponsor the event and date already is set.

The veteran Herman L. Sani, sec.-treas., Iowa Golf Assn. announces Iowa Junior for June 3-6 at University of Iowa, Iowa City; Amateur for July 7-12 at Byrnes Park, Waterloo; Open for Aug. 15-17 at Mason City; and Women's at Des Moines G&CC.

Jimmy Hines signs Helen Dettweiler to his pro staff at Thunderbird CC, Palm Springs, Calif. . . . While Jimmy's in Europe for two months early this summer his

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North Shore CC (Chicago dist.) job will be handled by Eddie Susalla, who's Jimmy's asst. at Thunderbird, and Bill Ogden of Jimmy's North Shore staff . . . Hawaiian golfers hoping to see Louise Suggs and Peggy Kirk playing exhibitions there late this summer.

E. R. Bowman, for 6 years pro-supt.-mgr., Valdespino munny course at El Paso, Tex., starting his own business as distributor of golf course maintenance and playing equipment . . . His address is PO Box 3337, Sta. A, El Paso . . . He's covering West Texas, New Mexico and Ariz.

New boss in the family of Mr. and Mrs. Charles Schalestock . . . She's Carol Anne, who's arrived to have her imperial commands obeyed by her two brothers, her sister, her mother and her daddy, who is supt., Farmington CC, Charlottesville, Va., and sec.-treas., Mid-Atlantic Golf Course Supts.' Assn.

Dale Johnson, Golf Editor, The Oregonian, Portland 1, Ore., and Rudy Lachenmeier, KGW sportcaster, collaborated on a booklet "Are You A Gope — or a Golfer?" which has been effective in improving the courtesy on golf courses at Portland . . . Dale and Rudy desire further distribution for their educational work . . . You can get a copy by sending a dime to Dale . . . After you read it you'll see it might teach better

(Continued on page 106)

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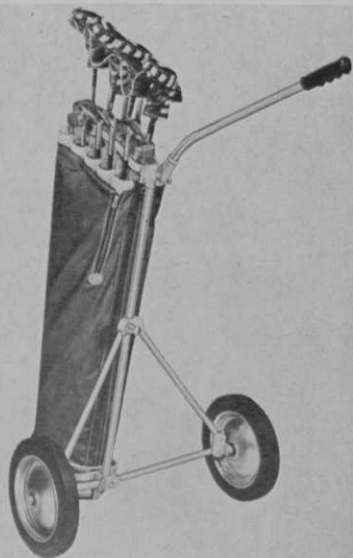
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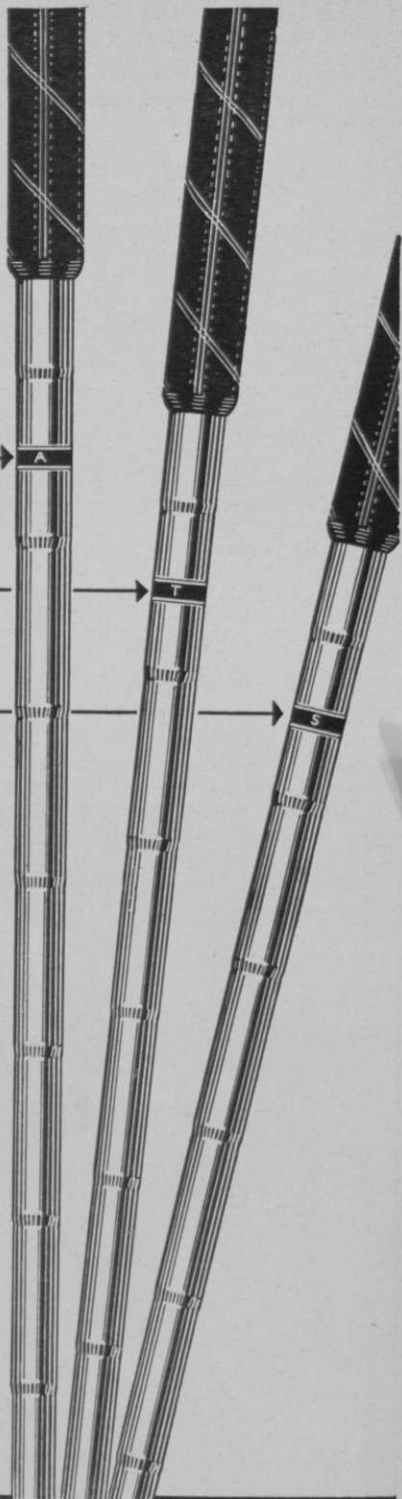
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APRIL • 1952

The Professional Must Star at Public Relations Work

By ANDY MORTIMER

Professional, Lakewood Golf Club, Point Clear, Ala.

Incidents involving tournament golfers in the past year have made thinking golf professionals consider, more than ever before, the proper and profitable relationship between all professionals and the public.

The tournament professional has been substantially encouraged and rewarded by golf manufacturers and the public as the "show window" of golf and in this position has definite responsibilities. He is supposed to be a prize exhibit of a game which grew into popularity partially because it is traditionally regarded as a gentleman's game. There is no denying that in this democracy the social status of most of the earlier American golfers had much to do with getting a socially aspiring multitude introduced to golf.

Conditions have changed and we've lost sight of that social factor in the earlier history of American golf but the changes haven't been so drastic as to eliminate from golf the unique feature of a written code of etiquette which implies other details of good sportsmanship and good manners which don't appear in type in the rule book.

Consequently any violation of the code of good manners inherent in golf is regarded by the public as an offense that might be excused if the offender were engaged in the sordid business of professional boxing, but as an offense unpardonable in golf. Hence the home club professionals as well as the admirable playing professions, have been aware lately of unwarranted and dangerous risk of the good will upon which all pro golf business is based.

And, to face the facts squarely, it's a good thing that bad publicity from the tournament circuit has had reactions that have been mentioned by amateurs to the home club pros, whether the home club pros are at private clubs, resort courses, public or semi-public courses. The inci-

dents have caused the home club pros to think about their own public relations.

There's little, if anything, a home club pro can do about the failure of a tournament player to have due regard for the public. The home club pro may not be disposed to encourage those who might think of holding a tournament at his club and risk embarrassment by the public relations neglect of some tournament artists, but other than that the home club professional is inclined to confine himself strictly to his homework.

Public Relations Above Criticism

Now, with bad tournament circuit publicity distressingly frequent, the home club pro must give complete and studious attention to making his own public relations absolutely immune to criticism. It's his own performance in public relations he's got to worry about, not the errors of a few tournament players.

For, in the last analysis, the public relations part of the home club professional's job is the most important part of his work.

Look at the professionals who have been in profitable jobs with good clubs for years.

Are they great players? Not always. Some of them have only local reputations as players and frequently those reputations are for play in years past.

Are they great teachers? Not always. Teaching golf is an art that's difficult to appraise. Let's say that quite a few of these men in excellent jobs are better than merely satisfactory teachers and have done what we in pro golf recognize as very good jobs in teaching a lot of members, who really are basically 100-shooters, to score in the high 80s.

Are they geniuses in maintaining golf courses? Very, very rarely. Golf course maintenance at a first class layout now is such a complex and exacting job it

requires the undivided attention of a specialist, just as the professional's job does.

Then, what is the common denominator of all the professionals who have held good jobs for years, and with high satisfaction to the members?

They are all first class practical men in public relations.

A professional may wonder why another pro got a job for which there were a couple of hundred applicants. The fellow who doesn't get the job is baffled by his failure and the other man's success, and often attributes the other fellow's success to having an "in" or being the personality kid and losing a couple of dollars in a pleasant way to the strongest politicians on the club board.

But, cold analysis of all the factors in the decision, if the facts ever were completely known, would show the man who got the job as having the best public relations program.

The professional is the public relations man of the club, on his job at the club—private or public—and away from it. If he doesn't—in every detail of appearance, conduct and talk—properly reflect the best aspect of his club's over-all character he isn't doing the sort of a public relations job that the club should demand of a qualified pro.

Can't Neglect Details

There are no details the professional can neglect in his public relations work. His personal grooming, first of all, must be such that every man, woman and child at the club can think well of him as their personal representative.

I sometimes wonder how professionals can neglect their hands when the pro's hands, in teaching, are so often in close evidence. The professional doesn't need to spend what Hagen used to spend for manicuring but at least can have his nails clean and trimmed, and his hands immaculate. That is just one little, but very important, point that goes among the many that must be considered in the pro's public relations program.

There is absolutely no phase of his relations with the public that he can neglect.

It may not be the most appropriate citation to make but I submit one of the most notable success stories in public relations as having possibility of application in some pro situations. A large oil company some years ago engaged a prominent public relations consultant to study its marketing. After months of field work and investigation the public relations expert advised the company to make the toilets at its service stations as clean as toilets are in good homes—and to keep the toilets that way. That one

suggestion, having nothing directly to do with marketing gas and oil, but plenty to do with public relations, meant millions of dollars in added business to the oil company and set a new standard in oil company service to motorists.

When you look at some pro shops you can see that the public relations lesson for which the oil company paid a very high price, can be applied. The shop needn't be large, but if it's to do its proper job in the pro's public relation's plan is must be absolutely immaculate, neat, bright and orderly.

Program at the Club

The professional's own staff, even if it's just one assistant who has to double as caddy-master, must be public relations conscious.

And certainly the pro can't do a good public relations job unless his relations with the course superintendent and the club manager are on the basis of genuinely cordial and understanding cooperation. Cooperation calls for giving, as well as receiving. We all see cases around clubs where some department head complains that he doesn't get cooperation from other department heads, and we know that the reason he doesn't get any cooperation is because he never has showed any enthusiasm in giving any.

This matter of public relations shines brightly before us at the Lakeside course which is operated in conjunction with the Grand Hotel at Point Clear, Ala., as an enterprise of the Waterman Steamship interests.

E. A. Roberts, chairman of the Waterman board, is a golf enthusiast as well as one of the foremost executives in international transportation. He sees, in every possible impression of the course, its personnel, and the entire operating picture, a chance to make the player subconsciously think well of everything the Waterman organization has anything to do with.

Ted Booterbaugh, the superintendent; Harry Peters, the Grand Hotel manager; and I, naturally absorb this policy and although we don't consciously realize it, we always are thinking of how we can make some fellow happy whether he's scoring par or a superb 105, and get that man in the mood of thinking that whenever he's got any sea shipping to do, the Waterman organization is the best one to take care of him. And, what's maybe just as important, get that man's wife advertising our organization to him, without either of them realizing what's being done.

Seeing how Ted and Harry and I all have our public relations details that blend into our whole public relations picture I've wondered how much better some

private clubs would be in public relations operations of their department heads if they had in mind that a player potentially might be worth thousands of dollars to the organization.

Our situation is unique, possibly, in its public relations operations in golf, but it certainly isn't unique in having a pro situation that calls for the professional overlooking no opportunity to think, work and talk so he will make friends for his club.

Every friend the pro makes for his club he makes for himself, whether the friend is a man or woman who belongs but who hasn't been getting full advantage of membership, or an outsider whose opinion indirectly contributes to the club's reputation. And in the cases of the public and semi-public courses where public opinion determines the club revenue the pro had better be a good public relations man or the place will have another pro who is.

Poa annua as A Companion to Warm Season Grasses

By **ALEXANDER M. RADKO**
Research Agronomist, USGA Green Section
(GCSA Paper)

One of the natural places for use of *Poa annua* appears to be in a combination with the warm-season perennial grasses in the southern (humid and irrigated) areas, and in northern humid areas where warm-season grasses are being used. In the latter region, some golf course superintendents use *Poa annua* to good advantage along with cool-season grasses. The normal life span of *Poa annua* nicely overlaps the period during which most warm-season grasses are dormant and off-color. Since *Poa* seeds profusely and volunteers each year in areas where conditions are favorable, it appears that this annual might well be incorporated into a program which will afford an excellent green turf during the entire year. Yet, such is not entirely the picture, as *Poa annua* has performed rather inconsistently to date, and many management problems remain which require research.

These problems are:

- I Warm-season grasses which appear to be best suited for combination turf.
 - A. An investigation of putting green and fairways strains of bermuda-grass.
 - B. An investigation of selected strains of *Zoysia*.
- II Establishment of combination turf—a two-phase problem.
 - A. Tests on putting greens and tees by overseeding for initial establishment.

1. Need for seed-investigation of *Poa* seed harvesting methods and sources of seed supply.
2. Tests to establish best methods of preparing warm-season grass for overseeding. Aerification machines, spike discs, and other types of equipment.
3. Time and rate of seeding *Poa annua*.
4. Soil moisture requirements at critical time of seed germination.
5. Problem of getting *Poa annua* to volunteer each subsequent year with a minimum of reseed-ing.
 - (a) Investigation of topdressing with reference to natural re-establishment of *Poa*.

B. On areas other than special purpose type (fairways, lawns, etc.).

1. Investigation of modifications in management to encourage *Poa* to volunteer.
 - (a) Height of cut tests.
 - (b) Fertility level tests—rate and date of fertilization.
 - (c) Aerification studies—time and number of aerification necessary.

III Management problems—Modifications necessary to allow combination turf to thrive.

A. On putting green and special purpose turf strains.

1. Investigations of factors involved in holding *Poa* uniformly during summer months. Fertility, air, water, and disease control requirements.
2. Transition period tests to determine best methods to cut-off *Poa* growth abruptly in years unfavorable for keeping it through summer.

B. On fairways, lawn, etc., strains of warm-season perennials.

1. Any measures determined as a result of tests conducted on putting greens which are practical for larger areas.

If these problems can be worked out practically and economically, then *Poa annua* would be an ideal cool-season companion to warm-season (and under some conditions to cool-season) perennial grasses.

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(See page 101)

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SPALDING



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Maintenance Changes from Art to Art and Science

By HANK MILLER

Supt., Briergate Golf Club, Deerfield, Ill.

Greenkeeping 25 years ago was an art. Now it's an art and a science. It required just as much work 25 years ago as it does now, despite the extensive use of power equipment today.

Although things have changed in the supervision of greenkeeping, there are more headaches. More specialists have had to be discovered and developed, more super-fine grasses have had to be produced to satisfy the demand of always something better wanted by the golfer who knows very little about what goes on in course maintenance and why the greens may not be up to his expectations. We have left a good many things behind—things that are old today, but which would be new to the present day golfer if cultivated and put back into the golf course for putting greens.

It was my experience that a fine new Zealand Chewings fescue putting green had about as fine a surface or surface texture to control the speed of the ball as it is being stroked for the cup as you could find. I have seen some excellent greens of this fescue and had charge of some greens at a club in the Chicago district that had some of these fine texture greens years ago, but, in golf, like everywhere else, we strive to get better things so the fescue greens went out for the bent greens which replaced them.

If you make one mistake as far as greens are concerned, you may have a setback as far as good greens are concerned for months, especially in mid-season. Generally today if you lose a bent green in July, it is out for the balance of the season, but the fescue green had its drawbacks too.

Watering Problem Changes

The fescue greens could stand the hot and humid weather better, and were not so apt to burn out. You never heard of tight spots such as you find in bent greens today. So what do you do? You now have to aerate a green to get the water down into the tight spots, but you are not bothered with angle worms, as you were with a fescue green, because the worms don't seem to get through tightly-woven bent greens. The worms took care of aeration of the fescue greens. Therefore the fescue green didn't get baked out or hard as some of our present day bent greens unless they're mechanically aerated.

The old style flat or square green, which most of the old courses had 25 or 30 years ago, were easy to sprinkle uniformly without flooding out the middle, and some greens had very little drain tile in them to carry off the excess water. As it was, the water went straight down into the green and could not run off and leave the high spots dry as is often the case today.

The undulating greens being built today in place of the old-style flat greens make watering more of a watchful job for the night man who sprinkles greens. He must be sure not to drown out the middle of the green in trying to get water on the outside elevations. Once a green has been drowned out in the middle you can expect trouble, and if it frequently gets drowned out, you can rest assured that your green, especially when it's hot the next day, will get diseased.

We have many kinds of grass diseases I believe are mainly caused by over-watering. If they are not treated with chemicals and the water kept off, you will find your bent green will just melt away.

Some of our architects went to extremes in years gone by as they neglected the maintenance job. Building a green and maintaining it were two different things.

You see greens with such abrupt contours, that they are hard to water and hard to mow without scalping them in places. An architect built a green and left it to the superintendent who had to take care of it as his job, even though it might be a difficult and expensive problem to keep fine turf on the green. Yet, from an architectural standpoint, this might be a beautiful green to look at.

A trend in construction has been to "hang the green up there" with traps that also hang. The green may look like a perfect picture on the horizon and provide an interesting shot but it is a constant job for the superintendent to maintain such a masterpiece from spring to fall, from daylight to dawn. Every day has a new problem for the superintendent and some days are tough ones too!

Experts can bang shots into these elevated contoured greens with confidence that they will surely stop, unless, of course, the green is hard. Compare that to the old flat green where the same golf