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they want to learn. But while they're learning, they want to relax, to get away from their hum-drum lives for an hour or so."

To a pro beginning such a venture, Geoghegan advises him to make all the personal appearances possible. "Television," he says, "is the thing. Had it not been for TV, I would never have been able to sell myself to the public. And that's the problem—selling yourself. TV is simply the best way of doing this."

Because he knows that publicity is the keystone of promotion, Geoghegan makes himself available for any and all banquets and country club affairs. In this respect, he is the George Jessel of golf, master of the rare roast beef and the lively anecdote.

Considering the fact that Geoghegan's home club, Crestmont, has 250 active members, it seems logical that he is quite willing to help other pros steal his techniques in the showman-promotion field, extracurricular as it is. He employs 8 assistants. Geoghegan has been 8 years at Crestmont, having come from Wethersfield CC, near Hartford, Conn., and is now additionally golf coach at Seton Hall College.

Previous to his present tent-show variety of school, Geoghegan ran a Barnum-like clinic at Newark Airport driving range which was televised throughout the Metropolitan area.

In his present activity, Geoghegan finds that veterans groups comprise 75 per cent of his business time. He attempts to stress junior golf as much as possible. Some of the other diversified groups he has instructed include adult recreation programs, civic recreation departments, the YMCA, civic clubs, Knights of Columbus, Jewish Community Center, Bell Telephone, Chase Brass, the Masons, Rotary, Kiwanis, Optimists Club, and Parent-Teachers associations.

### **Golf Club Manufacturers Report Sales for 1953**

Figures submitted to the member companies of the National Association of Golf Club Manufacturers show a total of 3,372,601 golf clubs sold during the period from November 1, 1952 to October 31, 1953. Of this total 2,340,645 were irons and 1,031,956 were woods.

This compares with a total of 3,067,470 clubs reported sold during the corresponding period in 1952 ending October 31.

Members of the Association anticipate a good year in 1954 and indicate that they are prepared to fill their customers' requirements promptly.

### **Senior Pros Have Biggest Meeting at Dunedin**

More than 400 professionals, the majority of them seniors, gathered at the PGA National Golf Course, Dunedin, Fla., late in January with the Seniors' championship being the main feature of the program.

A field of 150, including those qualified in PGA Senior sectional qualifying rounds and having expenses paid by Teacher's Scotch elixir, competed in the championship, played after this issue of *GOLFDOM* went to press. Details will appear in March *GOLFDOM*.

Hugh Bancroft, Tulsa, was elected PGA Senior pres., to succeed Otto Hardt. A curtain-raiser for the 54-hole championship included a pro-pro best ball event won by Col. Buffalo Bill Jelliffe, Denver; Elwin Nagell, Buffalo; Mike Murra, Wichita; and Harry Moffitt, Toledo, with 31-34, against 72 par. A stroke behind were Mortie Dutra, Los Angeles; Bill Lock, Dearborn, Mich.; Eddie McElligott, Great Bend, Ks., and Ernie Newnham, Portland, Me.

Numerous manufacturers and pro sales representatives exhibited during the conclave and a clinic including Betsy Rawls and Betty McKinnon was conducted among the other features.

The United States Rubber Co. put on its big annual dinner with a capacity crowd of almost 400 stoking themselves with man-sized tender steaks, seeing and hearing a movie review of Notre Dame's 1953 football season highlights presented by line coach Bob McBride, and getting the first view of the new U. S. diamond mesh ball. John Sproul, US Rubber executive gave an interesting explanation of the selling and performance features of the new ball, and George McCarthy, golf ball sales mgr. for U.S. reached oratorical heights with his concluding remark "Give me the tab."

Roland Teacher, head of the distilling firm which Fred Corcoran got to pay expenses for seniors who qualified sectionally for the championship, and who will pay expenses of the winner to meet the top man of British senior pros, flew in from Glasgow to attend the championship.

The PGA course was in fine condition and Leo O'Grady and his staff received many compliments for achieving an operating status of which the pros could be proud, and which certainly eased a tense, critical situation in the PGA.

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## Keith Construction Company Limited

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January 5th, 1953.

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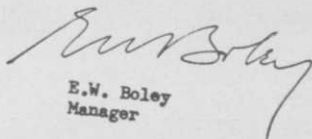
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I would like to take this opportunity to express my confidence in your installation procedures and feel that the sound business methods we are now using forecast greatly increased profits.

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CANADA, 660 St. Catherine St., Montreal

# Water, Weeds Waste the Maintenance Budget\*

By J. R. WATSON, JR.

Agronomist, Toro Mfg. Co.

**T**HE RELATIONSHIP between water and weeds is rather universally recognized and has been well documented by both experimental and observational data. The relationship between water, weeds and waste has been, perhaps, given less consideration. Yet, that such a relationship exists cannot and should not be overlooked by anyone interested in the care and management of turfgrass. The alarming drop in ground water reserves in certain sections of the country during the past few years is just cause for grave concern. This alone serves as adequate justification for devoting considerable thought to any discussion that may result in the more efficient utilization of water.

Water is an essential component in all phases of turfgrass growth and activity and is involved either directly or indirectly in all operations pertaining to the care and management of turf. Hence, water and watering practices may very well provide the key to efficient and economical operation on golf turf areas. The presence of undesirable vegetation (weeds) on any turf area conceivably could be a contributing cause to waste — waste of water, of plant food, of labor, time and money, to say nothing of the impairment of the aesthetic value and usefulness of golf course turf.

## Water and Waste

The first consideration in a discussion dealing with the relationship between water and waste is the cost of the water itself. Too often, we are prone to think of water as being "free". Water is seldom free and should never be considered as such when it is used on turf.

Recently a city of 50,000 population reported an average daily water consumption of approximately 24,000,000 gals. It was estimated that one-third, or some 8,000,000 gals. of this amount, was applied to grasses and shrubs. The replacement value of this city water plant was estimated to be approximately \$15,000,000; therefore, some \$5,000,000 of the investment may be

charged to the turfgrass areas of that city. Obviously, only a relatively small part of this could be charged to the golf courses; nevertheless, these figures serve to illustrate that considerable monies are involved in providing water for turf areas.

Water for a golf course is costly, whether the source is from municipal systems, or whether the course installs its own pumping plants and utilizes water from deep wells, natural or man made lakes or streams. Further costs are involved in the installation of watering systems and for the equipment needed to apply water to turf areas. Expenses do not stop once the initial investment in the irrigation system has been written off. Each time the pumps are started it costs a few cents for the power to run them, and, of course, there are labor costs involved in the application of the water.

The saving of only a few gallons of water daily, whether by the judicious use of water or by efficient operating procedures, could mean a sizeable savings on an annual basis.

## Weeds and Waste

Weeds contribute to inefficiency and waste in a number of respects. Weeds encroach when the turfgrass becomes weak and unable to compete successfully for water, air and nutrients. Misuse of water is only one of many basic factors that might be responsible for loss of vigor and aggressiveness, with resultant weed invasion of the turf area. Other fundamental causes of poor turf include: poor physical soil condition (compaction, drainage); low fertility, or in some cases improper balance of plant food elements; and adverse climatic conditions.

Economical weed control measures must, of necessity, begin with the correction of the fundamental cause of the poor turf. Merely eliminating weeds from a turf area, whether by cultural or chemical means, will not result in permanent eradication. Indeed, considerable waste in the form of herbicides and labor may be experienced if weeds are destroyed chemically and no pro-

(\*1954 GCSA conference address)

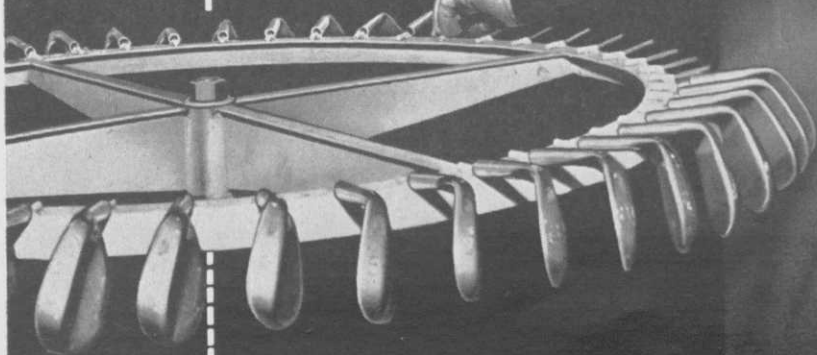


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*Walter Hagen*



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visions made to insure a dense growth of turf on the area. Unless the bare areas are quickly covered by vigorous, healthy turf, weeds will again appear.

In addition to the element of waste involved from a failure to correct the primary causes of weed encroachment, there is another area that should be considered. When weeds are present in turf, they are competing for moisture, air and nutrients that otherwise could be utilized by the turfgrass. Thus, weeds may be considered a definite liability simply by their presence in golf course turf. They add to the cost of maintenance, and contribute to waste because they are "robbers".

#### **Water, Weeds, Waste—and Management**

The successful and efficient use of water, which may result in a reduction of the weed problem and elimination of waste, is predicated on three basic factors—the grass, the soil and the climate. It would be difficult to say that one is more important or more influential than the other. Each exerts a direct influence on water use, and any one of them may be modified by the other two; thus, all are of paramount significance in their relation to water, weeds and waste. Certain inherent morphological and anatomical characteristics of grasses, along with the environment in which they grow, govern the amount of water required to sustain satisfactory turfgrass growth.

Rooting habits, rhizome formation and leaf characteristics are some of the features responsible for differential water requirements of turfgrasses.

Climatic factors such as rainfall, temperature, humidity, air movement and light intensity influence the amount of water transpired and, hence, the amount of water required. Physical soil factors — texture, structure and uniformity, along with chemical factors, such as fertility, reaction (pH) and the ratio of the various plant food elements likewise influence the water necessary for desirable turfgrass growth.

#### **Dictating Correct Choice of Grass**

Choice of the correct grass for a specific set of environmental and use conditions may result in the conservation of water, and go a long way toward checking invasion of weeds. There are a number of different species and strains of turfgrasses available for use on golf courses. There is sufficient variation in their rooting habits, their turf-forming qualities, and their reaction to a given set of environmental conditions to permit selection from the standpoint of their ability to resist weed in-

vasion. In the northern sections on close clipped and watered fairways, bentgrass is much more inherently capable of resisting weed invasion than bluegrass or fescue. Similarly, in the south there are dense, tight growing types of Bermuda that resist weeds much better than other upright open growing types.

One of the most important inherent differences lies in the potential rooting ability of the different plants found on golf courses.

The relationship between high moisture levels and *Poa annua* infestation has long been recognized. A close correlation between crabgrass and water has likewise been established. Watson and Harper at Penn State have shown that as soil moisture content increases and is maintained, there is a corresponding increase in crabgrass. Both of these annual weeds develop profusely branched, but shallow root systems.

The perennial turf grasses, as a group, are capable of deeper rooting habits than most of the annual weedy grasses. Bob Hagan, in his work at Davis, California, has shown a close correlation between depth of rooting and frequency of irrigation. It would appear that where rainfall is not excessive and water may be applied in a manner conducive to the development of deeper roots by the perennial turf grasses, judicious and economical use of water will aid considerably in checking the weed problem, thereby reducing waste.

Heavy watering during the summer when cool season grasses are not growing too actively, favors the encroachment of certain weeds. Frequent and excessive watering sets up a series of environmental conditions (saturated soils, leaching of nitrates, poor aeration, etc.) which favor the development of weeds. If this practice is permitted during the time when the grass is semi-dormant, it almost surely will lead to the development of disease which will further weaken the turf and permit weed infestation. Thus, selection of adapted grasses, coupled with adjustment of watering practices to the requirements of the turfgrass, contributes to more economical operation.

#### **Waste in Relation to Soil**

The physical and chemical properties of soil exert a marked influence on watering practices. It is through modification of the soil that the greatest opportunity for adjustment to climatic conditions exists. The physical condition of the soil (texture,

*(Continued on page 78)*



# New 1954 Electric MARKETEER Caddie Cars

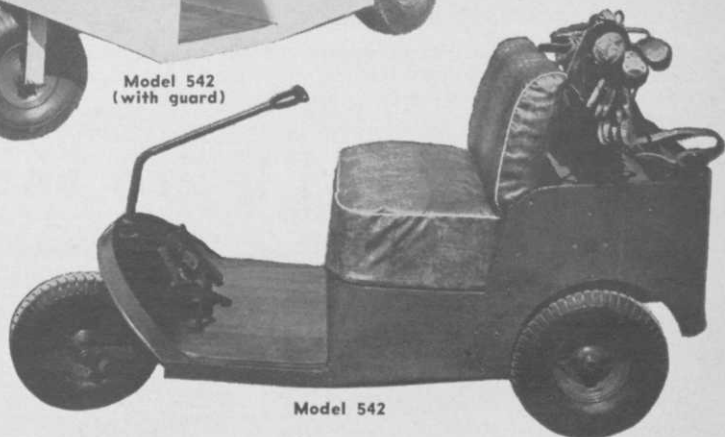
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What kind of a pro shop can be operated in half of a quonset hut? The answer is — a very attractive one despite the limited space, as you may see from above view of the compact and orderly display arrangement in Johnny Gaucas' shop.

## Quonset Hut Is Pro Shop Plus

**J**OHNNY GAUCAS, pro, Van Schaick Island CC, Cohoes, N. Y., has the first new shop the club has built in 50 years, and it's more than a pro shop.

It's a Quonset-hut type of building, 48 ft. long and 25 ft. wide. About half of it is used for an attractive and extensively stocked pro shop, and the rest is used as a garage for some maintenance equipment, storage of members' clubs and bag carts.

It is a remarkably roomy building and the way that Johnny has brightened the shop interior makes it a surprisingly attractive sales room, considering the novelty of Quonset building use for this purpose.

Johnny says it is the answer for clubs that want to get a lot of useful

building space for a moderate price. When the landscaping is done outside the building, it'll have a clubby look.





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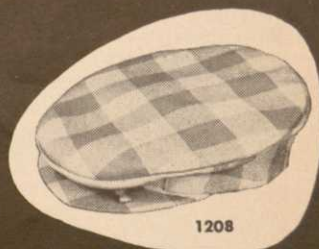
**NO. 439** A cap with witty style, brilliant color, and practical; the sort of headwear that sells itself! In red, blue or green multicolored plaids with mesh sides in contrasting white.

In every store, department and shop across the country, men, women and children will stop in to snap up a cap, for wear under the sun... want to please them all? Then, sell the complete Congo line. You'll be pleased with the volume sales and you'll please your customers because Congo is the leader in style, construction and price.



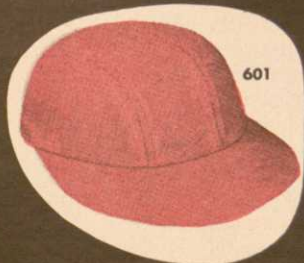
571

**NO. 571** For that note of "vacation-bound," this cap has the right style and still gives the comfort and utility that thousands look for. Moyn cloth of natural color with contrasting brown stripes that ventilate and decorate too.



1208

**NO. 1208** We'll try, but, we can't say enough to justly describe the dressy appeal of this sports cap... Smart, new in design, snap-down crown that's extra full, tropical weight, three checked-pattern color combinations, acetate Rayon lining, Nylon-Rayon net breezeway front, one size with strap adjustment fits them all!



601

**NO. 474** The Wimbledon Tennis Visor made from Twill, in colorful red, green and navy. Padded forehead band, nickel slides for adjusting size. Also available in traditional White, Model No. 475 with green underbrim for the last word in eye-comfort and style for every sport.



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# USGA Expands Green Section Program; Elects Grainger

Isaac B. Grainger of New York was elected president of the United States Golf Association to succeed Totton Heffelfinger of Minneapolis at the annual meeting held Saturday, January 23, 1954, in New York City's Hotel Vanderbilt.

Among the most significant actions taken during the fast-moving session was the decision to expand the Green Section program with the establishment of new regional offices at New Brunswick, N. J., in co-operation with Rutgers University and at Tifton, Georgia, as additional sources of turfgrass information for member clubs.

The 1,743 member clubs were encouraged to urge the repeal or reduction of the present 20 per cent Federal tax on club dues and initiation fees as being detrimental to the growth of golf as a contributing factor to the mental and physical well-being of the people of America.

Retiring president Heffelfinger briefly reviewed the organization's repeal of its ori-

through the spread of the Calcutta pools.

The possibility of a USGA sponsored annual senior championship was discussed and it was agreed to form a special committee to meet with the United States Senior Golf Association and to study the matter thoroughly.

The membership was informed that the number of exemptions from sectional qualifying in the 1955 United States Open Championship has been reduced from all former champions to only the winners of the five previous opens. In addition, exemptions will be granted to the low ten scorers and ties of the last previous tournament, instead of the low twenty and ties as formerly.

Regarding women's golf, a course rating system was adopted as the basis for handicapping and entry fees for the women's amateur championship were increased from \$7 to \$10 to conform with the pattern established by other title tournaments.

Newly elected president Grainger anticipated some changes in the rules of golf in 1955. The former chairman of the rules committee also announced arrangements for a meeting in the spring of 1955 with a committee of the Royal and Ancient Golf Club of Scotland to discuss the adoption of a ball of standard size. He indicated too, the possibility of an agreement on an international code for amateur status. (At present the United States regulations are more restrictive in the matter of expense allowances for players in some events than are British rules.)

Highlight of the meeting was the establishment of the Robert T. Jones Award for "distinguished sportsmanship in golf." Officials stated that a seven man committee, to be appointed by the president, will nominate the candidate for the new award each year with the first award to be presented at the January 29, 1955 meeting of the association.

The new officers elected to serve with Grainger include: Vice-Presidents John D. Ames of Chicago and Richard S. Tufts of Pinehurst, N. C.; Secretary Charles B. Grace of Philadelphia and Charles L. Peirson, re-elected treasurer. Committee chairman, appointed by Grainger, are: Rules,



Francis Ouimet (C), first amateur to win the USGA Open looks at painting of himself presented to the USGA by two of his friends, Edward E. Lowery, San Francisco and William H. Danforth, Boston. With Ouimet are USGA pres. Isaac Grainger (L) and Charles W. Littlefield a former pres. of the USGA.

ginal ban on the wearing of shorts by competitors in the women's championship last year and went on to reiterate the executive committee's concern about organized gambling in golf. He pointed to the hitherto spotless reputation of the game and warned of the danger of soiling that record