

William J. Norton died March 4, two weeks before his 90th birthday, at Paul Kimball hospital, Lakewood, N. J., after a brief illness . . . Willie was the oldest golf pro in the U. S. . . . From 1894 to 1932 he was Lakewood (N. J.) CC pro in the winters and served at Seabright and Deal Beach golf clubs in New Jersey and Shawnee-on-Delaware (Pa.) in summers . . . He was pro at Shawnee when he retired from active service about 20 years ago . . . He played in the first U. S. Open, at Newport (R. I.) GC, Oct. 4, 1895, registering from Lakewood . . . The Open then was at 4 rounds over a 9-hole course . . . Norton played only two rounds and scored 109 . . . He also played in the 2d National Open, at Shinnecock Hills, July 18, 1896 and finished with 185.

New York State Bankers Assn. buys Sedgewood estate near Carmel, N. Y. for a "University of Banking" . . . Sedgewood has a golf course which will give the student bankers good training in first tee finance . . . Real estate development-golf course project planned for Rochester, N. Y., suburban Henrietta.

Kutsher's CC, Monticello, N. Y. to have first 9 of eventual 18 open in early summer . . . Cool Creek CC, York, Pa., to operate as semi-private after 10 years as private club . . . Mike Rooney is gen. mgr.-pro . . . Frank Shackleton to build 9-hole course at Strongsville, O., Cleveland suburb.

Ted Fox, now pro-supt., Montgomery County CC, Troy, N. C. . . . Third generation of Maples, famed Carolinas golf business family, now on the job . . . Palmer Maples, jr., son of Rocky Mount (N. C.) CC pro, now is asst. to Supt. Walter Harkey at Charlotte (N. C.) CC . . . Pine Valley CC, 7 miles from Augusta, Ga., hopes to have course by late spring of 1959 and clubhouse completed by this Sept.

Charles Johnson, from Cherry Valley CC (NY Met dist.) to Deal N. J.) CC as mgr. . . . Massena (N. Y.) CC expects to finish its first 9 late this summer . . . Ringwood CC, 600-acre community development, being planned for Passaic County, N. J., to have 18-hole course . . . Mount Dora, Fla., muni 9-hole course to be enlarged to 18 . . . Willard Wadsworth, retired industrialist, has been "angel" contributing considerable to improvement and maintenance of Mount Dora course.

John A. (Jack) Thomson, 62, for many years pro-supt., Blair Academy course, Blairstown, Pa., died March 5 at Morristown (N. J.) Memorial Hospital, after a brief illness . . . He was a native of Montrose, Scotland, and prior to his association with Blair Academy was pro at the Musconetcong GC, Hackettstown, N. J. . . . He is survived by his widow, Bella Henderson Thomson; two daughters; a brother, David, of Arlington, Va.; and a sister, Mrs. William Addison of Montrose.

Push campaign for 9-hole public course at Loveland, Colo. . . . Jacksonville Beach, Fla., planning 10 per cent tax on gas sales and telephone and telegraph service to build course and swimming pools . . . El Paso (Tex.) CC to spend

(Continued on page 130)

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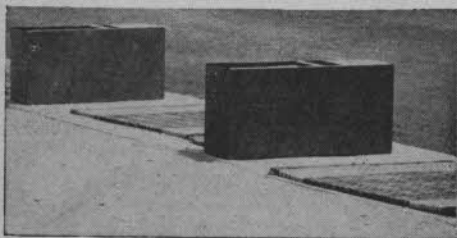
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## Grau's Answers

(Continued from page 76)

exact prices as to the cost of stolons, but they range somewhere between \$3.50 to \$5.00 a bushel — sometimes a little more. When this cost begins to sound a bit high, clubs consider using Penncross bent seed, using it at the rate of one lb. to 1,000 sq. ft. The price of this has dropped recently and is a good buy. It will develop putting greens that become well adapted wherever they may be planted.

I would hesitate to suggest any change in your watering program. The one-hour soaking in the morning actually may be just a little bit more than needed. You may tell your members, who insist on soaking the greens during hot weather, that they had better let the supt. and you run the course, because you have proved that your method is successful. By keeping the greens soggy during hot weather, you can be sure you are going to lose grass.

I would not consider that hard well water would have any important bearing on your problem. Bentgrass can grow over a wide range of acidity and alkalinity and thrive at almost any range if it has sufficient nutrients and plenty of oxygen in the soil.

There are two good ways to sterilize your topdressing. One of the most convenient is to use cyanamid at the rate of 13 lbs. to a cu. yd., incorporating it and mixing it well with the topdressing, letting it stand 3 or 4 months before using to allow the cyanamid to kill weed-seeds. The other way is to enclose the topdressing in a gas-tight frame and treat it with methyl bromide gas under a cover, according to directions, which is much more rapid than the cyanamid treatment, but somewhat more labor. The topdressing following the methyl bromide treatment can be used in only a few days.

**Q.** Do you know of any courses in the U. S. that have sodded their green rather than using sprigs or stolons? If so, did the sod greens make a good putting surface quicker than where stolons were used?

**A.** Many courses regularly sod their greens, particularly when they are changing from an unsatisfactory grass to a new grass. In this way, they are able to get the greens into play more quickly than if they were using sprigs or stolons. About the quickest way you could possibly get a green in play from sprigs or stolons is 8 weeks. You can have a green in play from solid sodding in about a week. The reason for this is that you are developing the solid sod in a nursery where there is no play and no interference with maintenance. Then, when the sod is mature and ready to be moved, it can be put in place on a firm, well-prepared, well-fertilized seedbed and, with proper rolling, topdressing and other maintenance practices, the green becomes playable in about a week.

The sodding method is preferred particularly where the course is continued in play and where it is desired to have greens out of play for as short a time as possible. If the

course is out of play for two or three months there would be little advantage in sodding over sprigging or stolonizing.

**Q.** Please advise how to kill or remove chickweed in our greens. (Mich.)

**A.** Arsenate of lead probably is your safest material for eliminating chickweed from your greens. During hot weather apply no more than 5 lbs to 1,000 sq. ft. The chickweed will be hit harder if the plants are damp so that the arsenate powder will cling to the leaves.

In the fall, when cool weather starts, you can apply safely 10 lbs. to 1,000 sq. ft. mixed with a little topdressing to act as a carrier. If some patches are particularly stubborn, rub some lead arsenate directly into the weed. Wear a rubber glove when doing this.

Do not expect the chickweed to go out overnight. It will be a slow, gradual process. Yearly applications should be made until it disappears.

**Q.** I am building greens at X X X Club in Virginia. I would like to know more about the new grasses being developed for the South. I am familiar with the bent now growing at Winston Salem. I would like more information on bents. Some bents seem to stand up better than others. I wonder if you know which is the better. I am putting in some Tifgreen. I would like to know if there is any special

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treatment for this grass. I am familiar with No. 127 but it seems that it is too matty and tough. I would like to know more about Uganda. I read that it has been approved and also Genetift. I find that Genetift comes in very slowly and other Bermudas crowd it out. This seems to be a poor section for greens because of the change from winter to summer grasses. I would like to know; if No. 328 is better than Uganda, or what do you think? Also, do you think someone will ever come up with a grass that will stay green the year round in our section? The bent at Winston-Salem does. (N. C.)

A. The C-1, C-19 combination being grown at Winston-Salem is the same as that being grown by Charlie Danner at Richland in Nashville. These greens are highly successful because they are being managed properly under expert supervision. The same greens could go bad in two weeks if not properly handled.

Cohansey C-7 bent is becoming popular as one goes south because it is extremely heat tolerant. It is a yellowish green compared to the darker green of C-1 and C-19 but entire greens of Cohansey bent are striking in their perfection when they are properly handled. You will find some of the finest greens in the country at Tulsa under the supervision of Alex Repin. This is indeed a hot part of the country for bent greens. In St. Louis, Cohansey bent crowds out almost all other bents because

it seems to be more aggressive and tolerates the extremely bad conditions there better than other bents. I would strongly suggest that you give this every consideration.

Tifgreen requires special treatment much as any other good putting green Bermuda would require. This includes careful irrigation, adequate fertilization and combing, brushing, matting and vertical moving, as required to maintain a good tight, dense smooth putting surface. Apparently others have found, as you have, that No. 127 becomes rough and is virtually impossible to maintain as a finished putting surface.

Ugandagrass is finding favor for putting greens in Washington, D. C., Norfolk, and other areas in southern Virginia as well as in Arizona and California. It also is being used on tees, grass tennis courts and for many other uses. It is being compared with Tifgreen in many areas and the results of these tests largely will determine which is the better under each particular set of circumstances. Uganda seems to be somewhat finer in texture than the Tifgreen and is softer. It requires much the same treatment that the Tifgreen demands and which one will best be suited to any particular type of management is a bit difficult to say at present.

Genetift is eminently satisfactory in many areas, particularly around Houston. Your comments on it are interesting but your findings will not be shared by everyone.

## Pro Public Relations

(Continued from page 36)

tion because they feel their knowledge and skill is for sale and should not be given away. But "sampling" has been the life blood of many a business. I believe that free tips to members will lead to more and more lessons.

An example of this is: I see a chronic slicer on the first tee. He is doing so many things wrong I almost weep. What if I do tell him what his principal troubles are? Can he overcome them alone? Not one out of a thousand times. It is only natural for him to attempt to do what I have suggested. He tries for a few swings with no improvement and then reverts to his more familiar method.

The assistant must be an excellent counterpart of a first class master professional if the pro dept. is to be well conducted as any private, semi-private or public golf establishment. The assistant is in the shop meeting the golfers, often longer than the pro who must divide his duties between shop, lesson tee, playing lessons, meetings with officials and other department heads and other duties.

During the past two winters the PGA has been conducting schools for assistants which, in the opinion of numerous professionals, have been the most practical service the pro organization has rendered in some years to its members.

Eddie Duino's lecture on Public Relations was delivered to a PGA Assistants' School class.

However, I did succeed in arousing his curiosity and he very often comes into the shop and asks for more information. I then explain it is one thing to have your faults analyzed, and quite another thing to correct them. The result is that his name goes on my lesson book.

Publicity, which is actually free advertising, is an integral part of your program of public relations. Every item of good news concerning golf, you as a pro and your club, which appears in a newspaper, magazine, or on a radio or television program, has untold value to you, your club and its members and to the game. People enjoy talking about golf. Better than that, they enjoy hearing what the experts have to say about it. You, as a professional, are the expert they want to hear.

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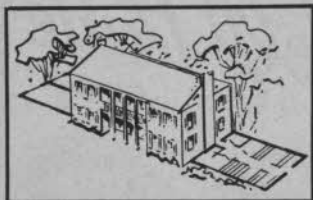
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Then why, you may ask, don't they devote as much space and time to golf as they do to such sports as baseball, football and horse racing? You have every right to ask, since golf is the least publicized of all major sports. There is at least one full-time, paid, publicity man for baseball in every major league city, one man for football and basketball in every college or university town and one for horse racing in every locality which has a track.

Golf must compete with these other sports and their vigorous publicity operations for space in newspapers and for radio and TV time. You, as a professional, can play a major part in making a success of this important competitive program.

If there is to be good golf publicity on the local level, it is up to you the individual, to plant it and at least in part to carry out the program, once it is planned. Newspapers, radio and television stations want news about golf. The public expects it, so all these agencies are receptive to your suggestions.

Get to know the sports editors and

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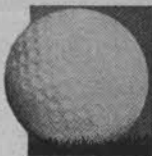
especially the golf writers in your city and surrounding area. Know the men who do most of the sports announcing for the local radio and TV stations. Make a special point of cultivating those who really like golf. These are the men who want golf news. Remember, you want publicity and they want news.

Learn what types of golf news each media desires and when it wants it. Feed day-by-day news to them. Watch for unusual or newsworthy items and call their attention to them. Find out what major stories they might be interested in and try to get such stories for them.

#### Change Their Viewpoint

Reporters and broadcasters who aren't particularly interested in golf, represent a difficult problem. It will take more time to get them to change their point of view. However, it can be done. One way is to see that their competition receives lots of good golf news. No reporter or broadcaster can ignore news of the type a rival newspaper or station is using day in and day out. Men in the news field are honest and conscientious. The trouble lies in the fact that they are overworked almost everywhere, in small towns and major cities alike. Frequently, they use items because

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Your best move is to contact each of the newsmen in your area, preferably in person, before the season starts. Find out just what each of them wants in the way of news. Then see to it that each gets the news he wants at the time specified. Alert your assistants, your caddiemaster, and even your caddies to watch for possible news stories. Ask officials and members of your club to pass along anything that might be newsworthy. If your club has a publicity chairman or a publicity committee, you have a ready-made ally.

### Public Relations Fundamentals

I list nine fundamental points that cannot be stressed too urgently on how you can develop better public relations:

1. Be alert
2. Be courteous and respectful
3. Be eager to serve
4. Be accurate
5. Be attentive
6. Tell the truth about merchandise
7. Know your goods
8. Call attention to new merchandise
9. Give quick service

The following are a few things your members will like and certainly will improve your public relations:

1. A well arranged stock
2. Exchange without question any unsatisfactory goods
3. Standard established prices
4. Same price to everyone
5. Careful attention to children
6. A clean and comfortable shop
7. Quick, courteous, accurate service
8. Calling patrons by name

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Sure ways to destroy public relations are:

1. False promises
2. Telling patrons they are hard to please
3. Poorly ventilated shop
4. Flippant answers to questions
5. High pressure selling
6. Trick mottoes like "Don't Park Here," etc.
7. Carelessly arranged stock
8. Dirty floors
9. Becoming overly familiar
10. Allowing clothing to appear untidy
11. Waiting on customers out of turn
12. Allowing stock to remain upset after a sale
13. Correcting customer's pronunciation
14. Suggesting "loud" goods or gadgets
15. Allowing customers to wait while you are fixing stock or checking records.

The subtle approach to good public relations is to get consciously or unconsciously in the habit of so acting, speaking and looking, that you can be judged at any time as being the most competent, dependable and attractive sort of an individual to head any type of private or public corporation.

### Says Soft Course Can Lead to Boredom, Loss in Play

John Peters, Jr., Winnfield, La., who financed, built, manages and owns Winnfield G & CC, contends that typical, small town clamor for a course that everybody can play eventually leads to boredom. When he constructed Winnfield in 1957 he decided that it wasn't going to be a pushover. Some of its shotmaking demands are described as "breath taking" and to date no one has come close to par. Peters reasons that many players quickly become adept swingers after taking up golf and if their course doesn't offer much of a challenge they lose interest in the game or move on to a course where some scrambling is necessary.

Play has constantly increased at Winnfield, bearing out Peters' argument.

USGA recently released its 1958 edition of "The Conduct of Women's Golf." A new system of handicapping women golfers is recommended by the Women's Committee. It is the same system, with minor adaptations, that the USGA adopted for men at the start of the year. The course rating system also has been slightly altered.

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**You Should Have A Pool**

(Continued from page 38)

dinner so that they'll have quick and easy access to the pool. As a selling point for prospective members, I feel that a swimming pool has almost as much import as a fine course and a comfortable clubhouse. This is particularly true where the wife is making the final decision. She is just as interested in having adequate recreation facilities for the children as her husband is in a good course.

If your club is giving consideration to building a pool, sell the persons who are behind the plan on the idea of appointing a pool chmn. who is a hustler. This especially holds true if you think members are rather indifferent in the matter. They need to be sold and you have to have a person who will take the time and make the effort to do it. As mgr. of the club, you can help the chmn. by rounding up as much information as possible to show that swimming pools pay their way.

Our new pool replaced an older one and members, for the most part, weren't reluctant in approving the changeover. But that doesn't mean that Dr. E. A. W. Montgomery, our pool chmn., didn't have to do a lot of work in putting over our pool project. He's a real hustler. I'm sure that if he had met much resistance, he would have worked twice as hard.

**Bill Tucker, Jr., Returns to Golf Architecture**

Wm. H. Tucker, Jr., son of one of the pioneer American golf architects, who was engaged with his late father in designing and building courses before young Bill went into the Army, is returning to golf architecture. His address is 4515 Santo Tomas Dr., Los Angeles 8. Tucker, Jr., retired from the Army in 1955 after serving in both world wars.

Tucker, Sr., was brought from Scotland by John Reid to lay out St. Andrews at Yonkers, the first planned course in the U. S. He was architect of hundreds of courses, worked with other notable architects, such as George C. Thomas, and pros and prominent amateurs in designing courses. He was responsible for the remodeling of many courses. He also pioneered as a golf turf specialist. His son was brought up in the profession. Among the courses on which the Tuckers, father and