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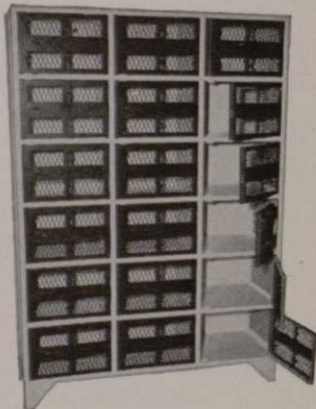
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Asphalt Mulch Gives Fine Results on Akron Merion Blue Project

By BILL LYONS
Supt., Firestone CC, Akron, O.

Last July we had a seeding job to do on a very windy spot adjacent to the parking lot at our club. We decided that a straw mulch was out of the question. For one thing it is quite messy. And, it's something of a fire hazard, too. So, we had to select some other type of mulch for the 10,000 sq. ft. that were to be planted to Merion blue.

A few months before, I had read where someone in Oklahoma had experimented with asphalt as a mulch and for erosion control when planting seed on banks. A little investigation showed that the name of the material that had been used is Teralas, made by Shell Oil Co. We decided to try it.

We started the planting right in the heart of the crabgrass season. We hoped the black asphalt would inhibit germination of crabgrass seed by shutting off the rays of the sun. Teralas did just that. Not a single blade of crab came up.

Deep Penetration

Before planting, we applied lime and fertilizer and soaked the area to get deep penetration (to 18 ins.). The Merion was applied at 1 lb. per 1,000 sq. ft. It took less than 50 gals. of Teralas to cover the plot. The material was applied with a 15 gal. sprayer, powered by a 1 hp motor. At first, we had a little trouble with clogging, but soon found that this can be overcome by heating the asphalt.

The film of asphalt applied was no thicker than a sheet of paper. After a month the asphalt could no longer be detected.

The results were gratifying. We got a perfect, weed-free stand of Merion. It started to come up in 10 days and by September the growth was so thick that the area could be used as an auxilliary parking lot.

As I see it, here are the advantages of using asphalt mulch:

- There is no fire hazard.
- Erosion can be controlled.
- Seed germinates faster.
- Grass is kept weed- and crabgrass-free.

WGA Opposes Irresponsible Course Condemnations

Condemnation of golf courses for school sites and other public purposes has been denounced by Harold A. Moore, pres. of Western Golf Assn., as "an easy way out" for officials who are not exploring the availability of adequate and attractive acreage elsewhere.

"It is a source of alarm to WGA and to golf that school and public officials, particularly in the Chicago area, have selected courses as the easiest way of acquiring substantial tracts of land," Moore explained.

The WGA pres. added that there is an acute shortage of golf facilities in the U.S. in light of population growth and the increase in the popularity of golf.

At Moore's behest, Western Golf has adopted a resolution opposing indiscriminate condemnation of all or portions of golf courses for public use which can be served adequately through acquisition of other properties. The resolution urges golf clubs and organizations to bring about public recognition of the evils of this irresponsible trend.

-
- There's no messy straw to clean up.
 - Less seed is required to get good turf.

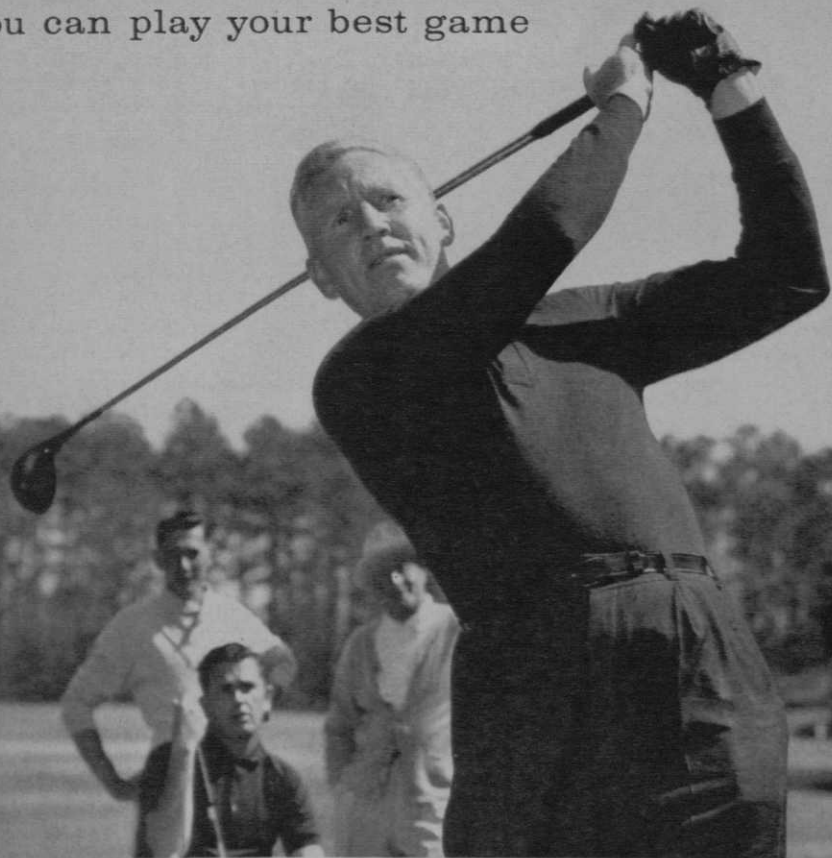
One small planting, of course, doesn't make a golf course, but I think that the asphalt mulch idea is something other supts. would do well to look into. If they're having trouble getting grass to grow and stick on banks, here would be a good place in which to experiment. When the PGA Championship is played at Firestone in 1960, we will have to do a lot of re-vamping. Use of asphalt mulch is going to play a big part in this work.

°Bill Lyons reports that on April 18th, he was the guest star on a 30-minute show at KYW-TV, Cleveland, in which homeowners were given tips on lawn care.

RCGA Annual Report

Report of the President of the Royal Canadian Golf Assn. was recently released. It states that membership dues in 1958 reached a record increase of \$3,349. Net revenue over expenditures amounted to \$4,459, the lowest it has been since 1954. The report touches on the activity of the Assn. tournament committee, Junior promotion and development, the green section committee, public relations and international matches.

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Can you think of a better line of reasons to listen when Horton starts a'courtin' you? Same thing applies to the other Dunlop reps, too. Yours is listed below.

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Golf Businessmen Have Chance To Build New Fortunes

But New Boom Calls for Specialists in Planning, Selling and Management of Courses and Real Estate

BY HERB GRAFFIS

NEARLY 15 per cent of golf courses being built are tied up with residential area developments.

According to many architects, golf course-residential projects make up about two-thirds of all the golf construction being planned.

Men with very little experience in golf course design and construction are getting into golf-subdivision deals because property owners don't know enough to pay for the economy of competent services. Furthermore, well qualified golf architects and course builders are pretty well crowded with work and won't take on cheap rush jobs. This leaves some openings for the real estate men.

This year a new high will be set in the number of courses in operation in the U. S. There were 5,853 courses in play in April this year and 315 new courses and additions under construction. The previous high of U. S. golf courses were the 5,856 operating in 1930.

Opportunity and Problems

Suddenly, practical heads in golf business and in real estate business are beginning to realize that this golf-real estate combination represents the greatest opportunity that has been presented to the bright professional who is a sound businessman and, possibly also contains the threat of serious problems as the result of poor planning and lack of foresight.

The quick development of many of the golf course-home site projects already has golf businessmen asking these questions:

What's going to happen to the course when the bordering residential sites are sold?

How are selling, operating and maintenance of golf club memberships and the residential properties to be handled.

What tax setup is there for the club and residential properties? If golf club membership is required of lot purchasers, or if club members have to buy lots, what is the federal and local tax obligation? What's the tax situation of the professional

(or architect or supt.) who goes into a golf-subdivision deal and takes part of his payment in residential property around the course?

30 Pros In It

There are more than 30 professionals now actively engaged in golf course-residential site enterprises. Some of them, such as Jimmy Hines and Pat Markovich, and the veteran amateur, Johnny Dawson, have been in these operations for years. However, they can't be said to be pioneers for the idea of the golf course as the center of a community development goes back to the '90s when golf business was starting to roll in the United States.

Every few days GOLFDOM and the National Golf Foundation hear from professionals who have become involved in some of the real estate deals that have a golf course nucleus. The inquiries have increased since the Small Business Administration announced in February that its business loans programs would be extended to golf courses. The SBA has had more inquiries about golf course loans than about any other type of recreation loans.

Frequently the golf course-residential site deal gets started by a property owner offering land free to whomever will build a course and give higher value and quick saleability to adjacent residential sites. Developers finance construction of courses in their larger subdivisions.

Construction by Membership

If the course is to be built by parties other than the owners of the surrounding residential areas, there are plenty of problems in getting memberships to finance course construction, build the required clubhouse and get legal and tax matters handled so the club will be sound, and buyers of adjacent property won't have any unexpected developments plaguing them with financial, operating or ownership problems as homeowners or club members.

What is being sought in numerous instances is a package deal of organization,

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**FIRST CHOICE...
at 805 Clubs
in 44 States!**

Many SWITCHED over to VICTORS from other brands! Others were adding Model 36 VICTORS to their fleets for the fourth consecutive year. Some were buying golf cars for the first time.

QUESTION: Why do so many Clubs, PGA Pros, Lease Operators and Golfers alike make VICTOR first-choice?

ANSWER: Since 1954, year-in-year-out, VICTORS prove in actual service, that they out-perform, out-distance and out-last other machines. You too can have confidence in VICTOR!

QUESTION: Why is VICTOR so superior?

ANSWER: There is no compromise with quality of product, service or customer relations when you deal with the VICTOR ADDING MACHINE CO. Only VICTOR gives you VICTOR-built-Dyna-Power-Direct-in-Line-Drive plus other features that can't be imitated or duplicated.

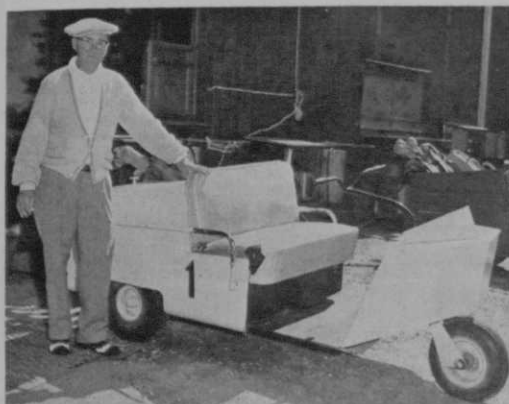
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ANSWER: VICTOR helps make golf-car-operations a more profitable and happier experience for the club and all the members. Only VICTOR offers FOUR fleet-acquisition plans PLUS fleet-management and fleet-maintenance programs based on the collective NATIONAL experience of 805 Clubs in 44 states.

QUESTION: How can we get VICTOR'S helpful assistance for our Club?

ANSWER: Invite the factory-trained VICTOR dealer or factory-field-representative to meet with you and your committee NOW in advance of the season. He will survey your needs, consult the VICTOR Home Office and present proposals tailored to your requirements. Write today on your Club letterhead!

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"Good Ole No. ONE" in Fifth Year of Service!

Everett Leonard, PGA Pro, Butte Des Morts CC, Appleton, Wisc. bought this FIRST Direct-Drive VICTOR in '55 after it was used in golf course tests in '54 by the factory. He writes, "Good Ole 'ONE' gets constant use. Except for normal battery replacement, maintenance of old 'ONE' cost me only \$32.66. This 4-battery VICTOR still makes 27 or more holes over our hills. My newer VICTORS go from 36 to 45 holes a day with ease."

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DELIVERY!—**

VICTOR ADDING MACHINE CO.

Electri-Car Division, Chicago 18, Ill.

construction and management. It is in this field of work that there is going to be a lot more money made than any pro yet has made out of golf.

Professionals, real estate men, course architects and builders, lawyers, bankers and publicity men, who discuss community development with a golf club as the basis of the project, all come up with a lot of loose ends. A few organizations have been formed to conduct the complete operation from getting club memberships to turning over the course and clubhouse in operating shape. It is generally agreed that the selling of lots and the golf club organizing and development are best done by separate but coordinated staffs.

At this stage in the game there obviously is a need for specialists in golf planning, selling and management. Such men, having sound business judgment and experience in addition to golf savvy, are going to account for a tremendous advance in golf facilities.

They will fit golf wisely into the American community plan now developing and they will make their knowledge of golf business the foundation of some quite substantial fortunes.

Strong Outlines Shop Policy for Tam Members

The membership would be more enlightened and pro shops probably would reap greater profits if more pros would do what Lou Strong of Tam O' Shanter CC, Niles, Ill., did this spring.

Strong outlined his shop policy in the club publication which is distributed monthly to all members. Here are some of the things that the Tam pro emphasized:

The great care taken in the hiring and training of the Tam staff;

The careful analysis that is made of the golfer's physical attributes, swing, etc., in fitting him with clubs;

The shop policy of backing all merchandise and not considering any sale completed until the customer is satisfied;

A discussion of discount sales of clubs that brings out that in many cases discount club prices are overstated and that the advertised markdown is phony. And, Strong continues, when the golfer buys clubs at a discount house he can be sure that the purchase is final;

The shop's trade-in policy that may possibly reduce the cash outlay for new clubs by an amount that will come as a surprise to the golfer.



Charles E. Krampf, Dunes Club President presents the Bob Harlow Trophy to Dan Jenkins, Ft. Worth Press, winner of the 6th annual Golf Writers Championship.

Jenkins Wins Golf Writers' Title at Myrtle Beach

Dan Jenkins, Fort Worth Press, won the sixth annual Golf Writers' Assn. championship, with 41-38, at Dunes Golf & Beach Club, Myrtle Beach, S. C.

A field of 24 golf writers played in the championship which members of the Myrtle Beach club and their pro, Jimmy D'Angelo, put on annually the Monday before the Masters.

John May of Golf Digest won low gross with 91-20-71. Bob Kelly, Wilmington, N. C., with a 70, won guest low gross, and Norm Barry, with a 70, won guest low net.

Charles Bartlett, Chicago Tribune writer and sec., Golf Writers' Assn., presented Jimmy D'Angelo, who originated the writers' tournament, with a clock as evidence of the esteem and affection of the literati.

The tournament began, as usual, with a buffet supper, at the home of Dunes Pres. Charles Krampf, and concluded with the annual banquet at which Mgr. Olin F. Davis and his chef always present the finest southern coastal vittles.

Recreation Conference

National Industrial Recreation Assn. will hold its 18th annual conference at the Bellevue-Stratford Hotel, Philadelphia, May 24-27. Maintenance and operation of golf courses discussion is scheduled for the morning of the 27th with Rex McMorris, executive vp, National Golf Fdn., serving as panel director.

NEW Haig Ultra Irons



National Golf Day June 6th

Alone in their greatness!

The new 1959 Haig Ultra irons are great!

Truly the finest...truly the easiest playing irons in golf today. The brilliantly styled Haig Ultra-Powered irons provide maximum hitting power.

An exclusive Haig Ultra development is the new fan-type blade—a slightly deeper blade—with contour sole and a three-way roll. Here's an iron, with better head feel, that makes "easy play" a reality.

See the new '59 Haig Ultra irons...examine the new features...hit with them yourself. These are irons that are "professional" in every sense of the word.

And of course, they are distributed and sold *exclusively* by golf professionals.



Specially Designed Heel

The well-rounded heel of the '59 Haig Ultra irons reduces the hazard of spoiling a good shot by premature contact with the turf.



Snuggle Down Rocker Sole

The "money" irons of the '59 Haig Ultra line—the 8, 9, and pitching iron, are equipped with the Snuggle-Down Rocker sole designed to adjust to actual lies encountered on fairways, in roughs. You always get a solid hit.

Haig Ultra

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Grau's Answers to Turf questions

If you've got a question you want Dr. Fred V. Grau to answer, please address it to Grau Q&A, Golfdom, 407 S. Dearborn, Chicago 5, Ill.



Interference

MOST words have more than one meaning. The word, Interference, is no exception. In addition to several definitions there are a number of connotations which affect meaning. The choice of the word was not made blindly. Everyone is aware of the effects of interference in many of the operations on golf courses.

"To take part in the concerns of others" is one of the best known definitions of our word. Another way to say it is "butting in." Many of the troubles of the supt. stem from this phase of interference. In a way it is giving advice before it is asked. Sometimes it comes from well meaning members who have not been taught that suggestions to the supt. should come thru the green chmn. who can screen them for their value. In a few cases there has been interference from the chmn. who may not have been "chairmaning" enough or who has not had adequate instructions on the scope of the position, to permit the supt. to run his operations his own way according to an agreed program. Fortunately these cases are few and far between.

Minimizing the Evil?

One way to minimize interference is to operate more machines so that a given job can be completed in less time. We make this suggestion broad because it can be interpreted in several directions. One machine requires X hours to complete a job. Two machines should be able to do the

work in one-half X time. There is a limit as to how far one can go in this direction. We hope that no one ever will attempt to make one machine do the work in half the time by operating it at twice the speed. We shudder to contemplate the results.

We have seen fertilizing programs developed that have the possibility of contributing to conflicts. This Q & A department has reviewed some that were dillies. Workmen were applying something every week during the playing season. By contrasts, some feeding programs are in operation that would offer opportunity for conflict only twice or three times a year on the greens and tees and once a year on fairways. Some of the recent scientific discoveries in the field of grass nutrition have real possibilities for minimizing interference.

It Can't Be Avoided

Frequent applications of fungicides sometimes are necessary to stop the spread or attack of a vicious fungus. Almost without exception these operations involve the use of heavy equipment which, in a way, tend to "clutter" the course. There isn't any good way to hide a 300-gal. sprayer when the course is crowded. The point that we are reaching is this: Any device or operation that can reduce disease and thereby make it unnecessary to resort to frequent control sprays will aid in reducing interference. One of the ways is water control. "Dry grass is healthy grass." Deep watering at longer intervals can aid in maintaining a dry surface which is very