

# cts greens from disease all season



*Andy Mortimer,  
Professional & Superintendent*

## **"...easier and safer to use"**

"'Tersan' OM has given us the most effective disease control with more safety to turf. 'Tersan' OM controls such a wide range of turf diseases that it's a must in our program."

**Andy Mortimer, Professional & Supt.  
Lakewood Golf Course  
Point Clear, Alabama**



*W. Ross Bush, Superintendent (kneeling),  
Jack Shields, Professional*

## **"...excellent control of brown patch, dollar spot and copper spot"**

"This is our first year with 'Tersan' OM and we feel that its use represents the difference between having grass and not having grass under our conditions. We like the broad spectrum control of this fungicide on diseases. In addition, there was no discoloration of turf, equipment or golf balls."

**W. Ross Bush, Superintendent  
Shady Oaks Country Club  
Fort Worth, Texas**

Preventing turf diseases with "Tersan" OM costs less than a cure . . . takes less maintenance . . . eliminates poor playing condition during green repair. "Tersan" OM combines the recognized effectiveness of Du Pont "Tersan" 75 and organic mercury

in a single fungicide . . . does away with the need for tank mixing . . . controls an extremely wide range of turf diseases. So prevent turf diseases now instead of curing them later. Be sure to order enough Du Pont turf fungicides from your supplier.

**What, in your estimation, are the best pro shop selling ideas you have seen in the last year or so?**

(Asked of Golf Sales Reps)



## What's Your Opinion ?

**Al Robbins, Evanston, Ill.** — One pro who I visit uses a streamer with the words "New Merchandise" printed on it to call attention to new stock that is brought in. The lettering is in white, is about two inches high and the background is red. The streamer is not too obtrusive, yet it does a very good job of stopping the golfer in his tracks long enough to make him take a look at the new stock. The pro displays the streamer for no more than four or five days at a time and is careful not to bring it out too often. He says that it has given quite a boost to his business.

**Maurie Harris, Orchard Lake, Mich.** — One pro in my territory started a "golf ball club" about three years ago and it proved so successful that he enlarged it to cover all kinds of merchandise, although still using the original title for his club. It works like this: He distributes numbered booklets to his players who can drop a ticket from the book, along with a dollar bill, into a hamper that is provided for this purpose. Tickets and money are collected every evening and the golfer is credited with the deposit. When he has accumulated say five dollars or so he can apply the credit toward a purchase of some kind. Some fellows let their deposits ride for a while and accumulate enough to buy fairly costly items. The pro says he originally started the idea to make the purchase of golf balls painless for his players. It became so popular that he had no choice but to expand it to take in all other items in his shop.

**Ralph L. Kolle, San Francisco** — One of the pros who I call on reverses the usual procedure and gives a Tom & Jerry party for his members in the pro shop. It, of course, comes shortly before Christmas. Invitations are mailed to all the club golfers so that everyone is formally notified that the party is going to be held. Because the shop won't accommodate more than 20 or 30 persons at a time, the party usually goes on for four or five hours. The pro and his assistants don't try to actively sell, but the Christmas merchandise is fully displayed and, of course, orders are taken. The cost of putting on the party is not unreasonable and the pro certainly has profited in the two years that he has held it.

**Elia F. Pottrell, Hillsborough, Calif.** — This doesn't necessarily come under the heading of new or unusual ideas because personalized selling is one of the oldest standbys in the book. I have one pro who is a master at it, and it's too bad that a lot of other pros can't see him in action. The fellow isn't syrupy in his approach, doesn't try to be too smooth, but he can put more into an attempted sale than anyone I've ever seen. I think he does it by being natural, by selling even a sack of tees as though it is netting him a substantial profit, and most important, by leaving every customer convinced that what he has purchased has been a good buy. I've watched this fellow long enough to come to the conclusion that everyone in sales work should occasionally take stock of how personalized his selling approach is.



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## Thomas, New GCSA President, Is 45-Year Golf Veteran

James Edmund Thomas, new pres. of the GCSA, was born in Baird, Tex., Oct. 14, 1898, and started in golf on Christmas Day, 1914.

Jimmy's debut in the game was as a caddie at the San Antonio CC when Barney Kelley was pro and Allan A. Wyman was assistant and caddiemaster. When Wyman became pro at San Antonio, Thomas was hired as his assistant and as caddiemaster. In 1919 Jimmy went to Dallas CC as assistant to William Mac-



Kenzie. He stayed there until 1922 when he went as pro-supt. to the Swope Park course in Kansas City, Mo.

In 1928 he went to Glenhaven CC (now Glen Lakes) at Dallas as pro-supt. His next move was to Dodge Park in Council Bluffs, Ia. where he was pro-supt. from 1932 through 1938. Then he took over at Nordic Hills CC in the Chicago district as pro-supt. in 1939 and stayed there until January 1942 when he went to Hillcrest CC in New Kensington, Pa., as pro-supt.

By that time Thomas was established as one of the country's top men in a combination job. He was an excellent golf instructor and player and a staunch promoter of the game. He had an impressive record of managing courses and maintaining them in fine condition on moderate budgets. He was highly regarded by club officials and members as a fellow with executive capacity who could do difficult work in emergencies and train first class staffs. Thomas was active in sectional associations of supts. as a member and official and as a turf scholar, speaker and instructor at many short courses on maintenance.

### Served in Persia

In July, 1942, Jimmy went into the Army, being assigned to a railroad outfit in the Persian Gulf Command. Suffering in heat that never was under 120 in the middle of the day, Jimmy again demonstrated that he was a reliable and expert performer. He kept at that arduous, important job until the war ended.

Thomas came back to his golf career in 1946 as supt., Farmington CC, Charlottes-

ville, Va. He served in that capacity for two years, then was signed as supt. by the Army-Navy CC, Arlington, Va. where he now is in charge of course maintenance.

Thomas was president of the Mid-Atlantic GCSA in 1959. His Mid-Atlantic comrades fittingly enough, welcomed him home from Houston as the GCSA president with a gala dinner.

## "This Is Your Life, O. J. Noer," Enacted at GCSA Banquet

(See photo on page 35)

The huge Emerald Room of the Shamrock Hilton Hotel was filled to the last table setting for the GCSA's annual banquet which was held on Feb. 4. The fare was excellent and the entertainment, featuring Shep Fields and his Rippling Rhythm Orchestra and Revue, was considered by most greenmasters and their wives to be even better. Particularly titillating was a comic, Pete Pedersen, a harmonica virtuoso, who interspersed his rhapsodies with a wide and colorful variety of anecdotes. He followed Jennifer Marshall, an outflowing chanteuse, who gave two or three balding supts. in the down-front tables a few uncomfortable moments with her attentions, but shrewdly glided away when she sensed that their spouses

### 1961 Convention in Canada

The 1961 GCSA convention will be held in the Royal York Hotel in Toronto, Ont. Said to be the largest hotel in the British commonwealth, it has more than 1,600 rooms. Next year's convention will be held, Jan. 29- Feb. 4.

weren't taking kindly to her blandishments. Thereafter, she sang, somewhat in the manner of Hildegarde.

But the real piece of de resistance came after the entertainment was over. It was a "This Is Your Life" enactment of the career of O. J. Noer, the Milwaukee Sewerage agronomist, to whom the GCSA convention was dedicated and who is retiring this year. With Warren Lafkin slipping into the role of Ralph Edward, it was revealed among other things that those initials, O. J., stand for Oyvind Juul. Using slides, Lafkin traced Noer's life, practically from the first day on to the very eve of the banquet when O. J. was pho-

(Continued on page 116)

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SS-130 is flowed into Indian Bend pond which lost 600,000 gals. of water daily before treatment.

# Seepage Stopper

**Indian Bend GC in Arizona Is Testing Site  
for Promising New Water Conservation Chemical**

**T**HE 4,000,000-gal. pond system on the new Indian Bend GC, just north of Scottsdale, Ariz., was losing water through seepage at the rate of more than 600,000 gals. in every 24-hour period. Between 15 and 20 per cent of the water, which was pumped from wells into the pond system, disappeared into the earth every day. The pump was working 10 out of every 24 hours just to stay even. Last July 17th the owners added to the pond 4,000 gals. of a viscous, milky liquid from two tank trucks. They stirred it into the water with a small motor boat until the pond resembled a huge saucer of milk. Then they sat back and waited. By the following evening seepage had dropped 60 per cent to a rate of only about 240,000 gals. per 24-hour period.

The milky chemical compound used at Indian Bend is SS-13. Currently this brand new chemical seepage stopper is being applied commercially to leaky course ponds and road contractors' earth water storage tanks. It is being applied on a test basis to sections of irrigation canals and to test farm land planted with a variety of crops. So far tests indicate that SS-13 may well be the most practical and economical means yet devised for conserving water in arid lands.

In the case of Indian Bend (a \$4500 project) water savings will cover the cost of treatment within six months — with additional savings in electricity and wear and tear on the pump. Cost of treatment varies from job to job because of varying problems of labor and location. Laboratory tests made with soil samples from the bottom of the pond indicated a possible seepage reduction of 94 per cent.

## Tested in Arid Regions

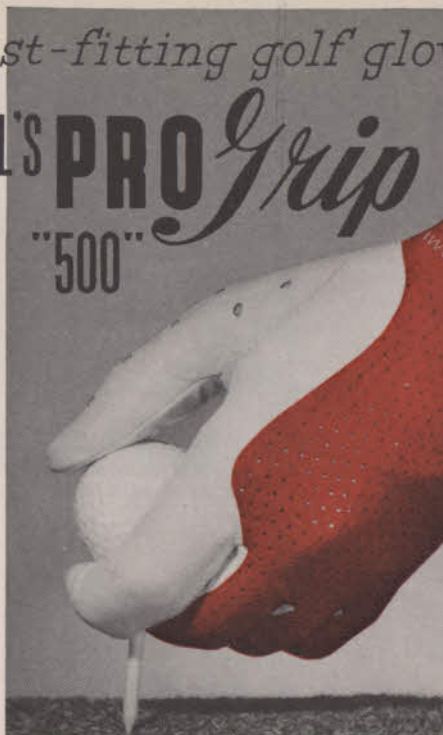
To date SS-13 has been used only in the sandy soils found in arid regions where there is hard water and soils have a high calcium content. In arid areas, where these conditions are the rule, tests indicate that the new product will have a number of important uses in addition to those for which it is currently marketed. Used on sandy soils of irrigation farm lands, it holds irrigation water and fertilizer in the root zones of plants for long periods of time to reduce the number of irrigations necessary to raise a crop while at the same time increasing its rate of growth and yield. Dumped into the turbulent water churning down irrigation canals it can often reduce seepage loss by more than 60 per cent to make more water available for opening up new irrigated farm lands.

SS-13 was developed by George Brown,

Best-fitting golf glove on the market!

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"500"



For real playability nothing equals this glove with back of Helanca, the stretchable Nylon! Expands and contracts gently, molding to the shape of the hand. No wrinkle . . . no ride-down. Colors: red, green, gold, blue. Palm and fingers of finest lightweight Cabaretta leather. Available in No. 500 (left) and 500-B button-back model (above).



Pro-Grip's washable glove — washing brings it back to bright and shining newness. Backed by Launder-Leather Institute. Available in a rainbow selection of 6 colors. Lightweight . . . table cut. Ask for Pro-Grip's No. 832-W.

Manufactured by C. M. Hill Co., Peoria, Illinois, available only through authorized distributors.



New medium-priced all-leather glove with button back — for maximum ease in putting on or taking off. A fine-fitting glove made from imported top quality Capeskin. Available in tan and cream. No. 300-B.



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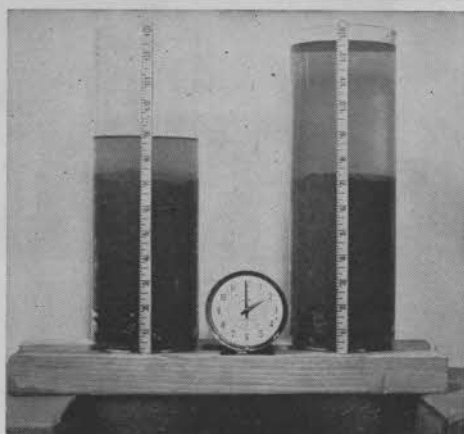
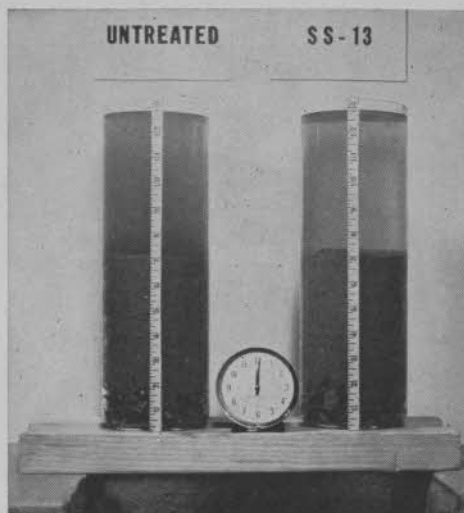
Motorboat is mixmaster for SS-13 as H. R. Bone of SS-13 Sales Co., does pouring.

owner of Brown Mud Co., Torrance, Calif., and his associate in the same company, J. Harlan Glenn. Both men are specialists in soil chemistry. Brown Mud Co. makes drilling mud for use in drilling oil wells. Brown, Glenn and Harold R. Bone of Phoenix, who owns the SS-13 Sales Co., are extremely conservative in their claims. To date, in spite of very successful tests made by Arizona's Salt River Project with the help of an Arizona State University professor, Robert E. Cron, Jr., these men adopt the conservative approach. Everything, they say, looks good so far in canal treatment, but the section near Phoenix being tested has only been treated for a limited time. So far there has been no loss of effectiveness. Brown, Glenn and Bone have other tests behind them showing no loss of effectiveness for more than 18 months but they see no reason as yet for going overboard.

### Three Years in Development

Brown and Glenn took three years to develop SS-13. They saw a need for it because special clays, which are often used in an attempt to seal irrigation canals, are very expensive to apply and aren't very effective in calcium soils. Concrete lining costs even more. Treatment with SS-13 is inexpensive — in many instances about 1/35th the cost of using concrete.

SS-13 consists of resinous polymers and heavy atoms mixed in a carrier of common diesel fuel. Its function is to increase the ionic attraction of soil particles for water, thus increasing the thickness of the hygroscopic envelope of water around each particle. This decreases the passages through



Each glass jar contains soil taken from bottom of Indian Bend pond before filling and before treatment with SS-13. Each glass jar has  $\frac{3}{4}$ -in. hole in bottom; a 1 $\frac{3}{4}$ -in. bed of gravel and earth above the gravel bed. Soil in jar at right was treated with SS-13 solution in same manner as pond. Soil in jar at left was not treated . . . Both jars were filled at noon. Picture shows full jars, clock and drip pans to catch water seeping through soil samples.

which water can move and reduces flow through the soil. The SS-13, which is mixed in the water, is carried into the soil by the seeping water itself. It leaves no film on water or on earth. When mixed in water at an average ratio of one part SS-13 to 1,000 parts of water, it makes the water look like milk. It remains in suspension until the treated water is carried away by pumping, seepage or draining. When fresh water is added it remains clear.

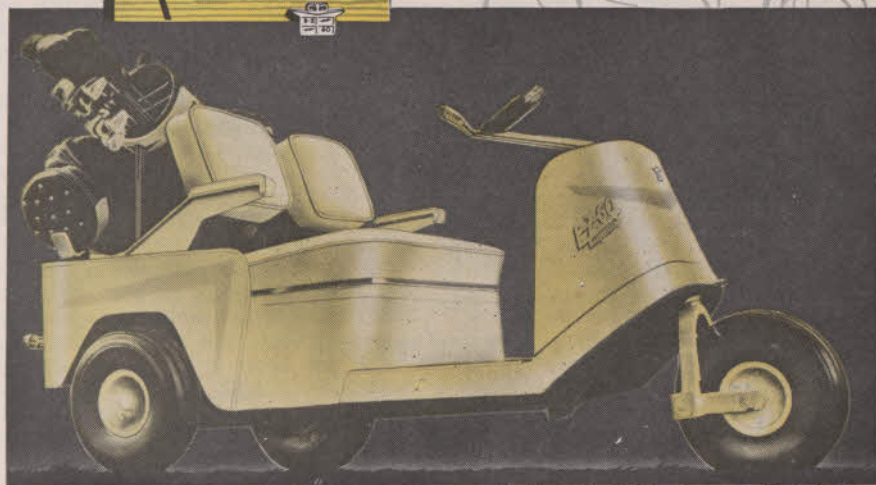
(Continued on page 152)



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Asheville muni is one of the mid-south's most beautiful courses.

## Asheville Surmounts Muni Hump — Earns Nice Profit for City

By EARL MCGUIRE

Asheville (N.C.) Municipal Golf Course is a picturesque 18-hole championship layout nestled back in the mountains of Western North Carolina where a combination of efficient and progressive management paid off in 1959 in one of the course's top years.

While many another city-operated golf course has limped along trying to barely squeeze into the black, break even or hold its deficit at a level that wouldn't get the City Fathers aroused, Asheville Municipal is operating in the clear. At the close of its fiscal year the course announced it had met all salaries, paid all costs of maintenance and settled all bills. Then the management presented the city a tidy net profit that ran well into four figures.

The net profit of almost \$6,000 represented the course's first significant profitable year. This was the result of a steady increase in the number of persons using the course's facilities. A total of 19,165 individuals played at Asheville Municipal during its last fiscal year. That, by no means, ranks the course among the country's largest municipal layouts — but participation was up over 2,000 in comparison with 1958 and some 5,000 better than any of the five years previous to that. By the close of the present fiscal year, officials hope Asheville Municipal will be well on its way to a total play of 25,000. The course's progressive approach to management is beginning to pay off.

Asheville Municipal in some respects skimps along like many of its municipal

brethren. During the past fiscal year the course expended only \$20,000 in operating costs. Construction costs for a new, attractive stone clubhouse, however, were paid off during 1959. Despite the lack of a large operating budget, the course has made the most out of a simple, three-pronged, approach to its operation:

(1) The course has not been content with greens, fairways and tees that are not in the best of condition;

(2) The pro shop caters to the special needs of its clientele in an effort to spur interest in the course and game;

(3) The course has stayed "in the news" and before the eyes of the thousands of tourists who flock to the Carolinas.

The course, designed by Donald Ross, the famed architect, offers two sides of entirely different character.

### One's Easy, One's Tough

The front side is a level, wide-open 3,246 yards to be negotiated in 36 strokes. It is made to order for the weekend golfer. He can swing away with little worry about getting in trouble and play a fast nine holes without the strain of looking for lost balls or climbing hills. Though Asheville Municipal competes, at least to some extent, with three other courses in the city and a batch of others in the mountain resort areas that surround Asheville, many a golfer prefers the municipal course.

The back side is the challenging side. Narrow, tree-lined fairways slant or roll off, some quite sharply. Tees and pins are built and placed with challenging effects. Difficult greens give even the polished golfer an interesting afternoon. The back nine stretches 3,166 yards and is par 36.

"So most of the possibilities are there," says Harry McMinn of the course staff, "and it's up to the municipal management to make it attractive to the golfer."

The pro shop is McMinn's pride. The assortment of equipment on hand is large and kept at prices McMinn feels municipal course customers can afford. If it takes a set of head covers or a hat to make a deal, McMinn often tosses in one or the other.

Though the majority of Asheville Municipal's golfers are local citizens signed up during the course's annual membership campaign, the tourist has not gone unnoticed in an area that is significantly tourist-conscious.

Large and prominent signs at key points in and around the city spell out the course's virtues and direct the prospective golfer to the layout which is on the outskirts of the city. In addition, the course advertises regularly in local newspapers.