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*Advice from Champaign*

# Make Them Think of You When They Think About Golf

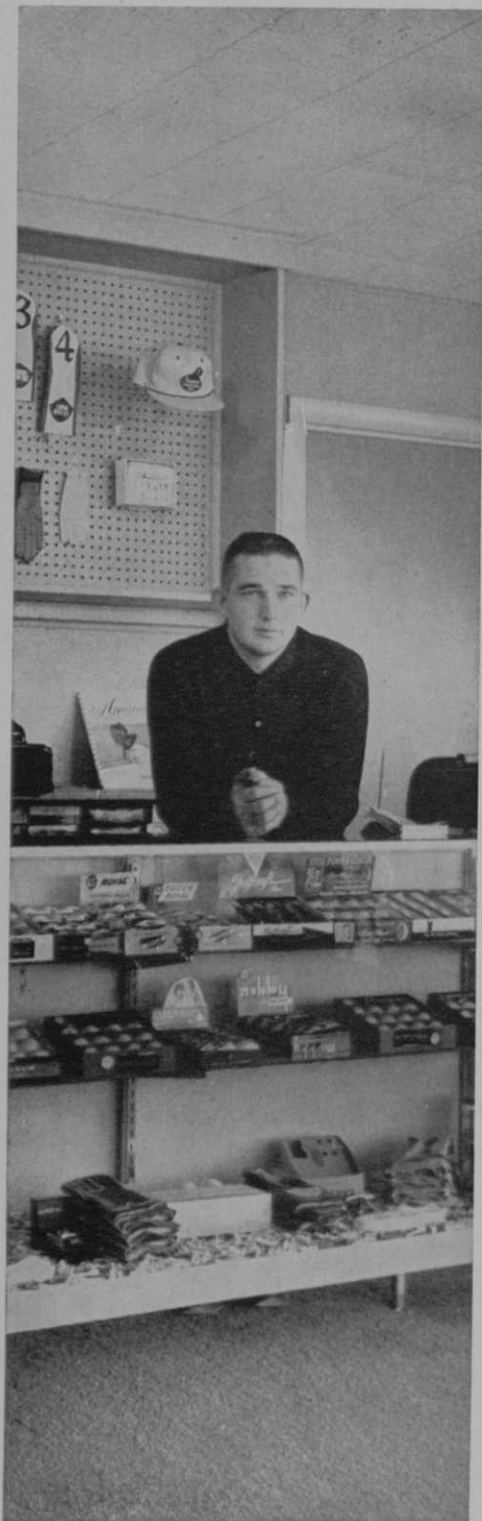
Bob Hamrich, who is installed in a brand new shop at the Champaign (Ill.) CC, has a simple enough philosophy for developing business. It comes down to: Do a good teaching job and it creates practically all the volume a pro can handle. On Saturdays and Sundays and on other days when play is heaviest, act as the starter so that all your members can see and talk to you.

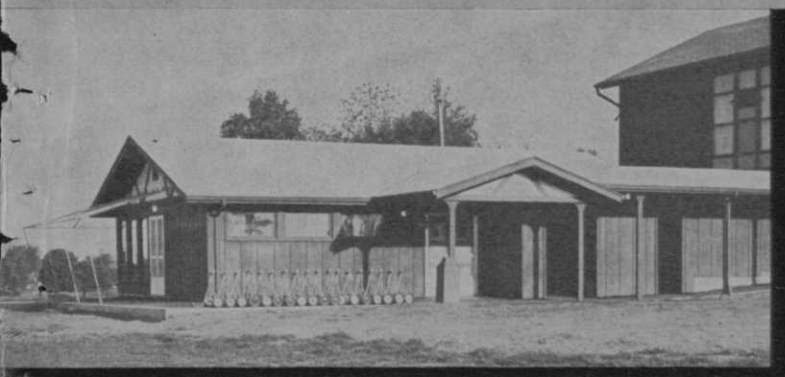
There is nothing revolutionary about this, Bob opines. Successful pros have been doing it for almost as long as golf has been played; those who aren't so successful probably aren't seen enough by the membership. "There is nothing," says Hamrich, "like being omnipresent so that when your players think of golf, regardless of where they are, they think of you along with it. This kind of close association makes them completely dependent on you not only for solution of their playing problems but for their merchandise needs. You have," Bob sums it up, "established yourself as Mr. Golf in their eyes."

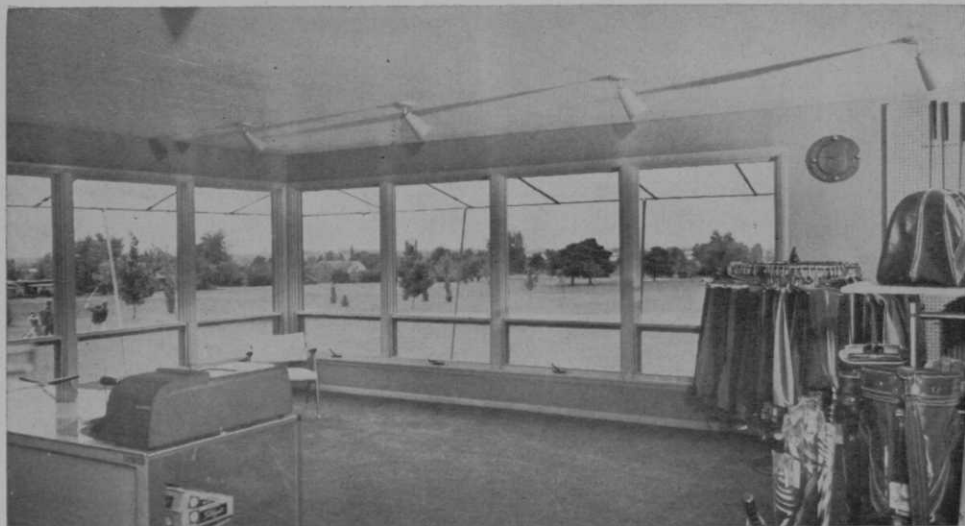
## Doesn't Hurt Business

Do you think that hurts business? Not in the estimation of Hamrich who is in his third season at Champaign and has seen volume increase quite perceptibly in each of the years he has been there. His new place, which he occupied for the first time in March, should insure that his sales continue to move steadily upward, but 80 to 90 hour-a-week workman that he is, Bob will go right on placing more dependence in the close, personal service that he gives than in anything else. One reason for this, he points out,

Exterior and interior views of bright and airy pro shop at Champaign CC are seen on page 25. Shop is easily accessible from first tee, lockerrooms and clubhouse. Pro Bob Hamrick is seen at left.







At least five fairways can be seen from interior of Champaign shop.

is that as rewarding as business has been at Champaign, he still hasn't come close to realizing what he feels is true potential in sales to his 95 women players. Scratching his head, Bob says: "That is one of the secrets that I haven't yet unlocked. My women players take a fair share of lessons and, in general, they are pretty good customers when it comes to playing equipment. But otherwise their buying is a little spotty. However, my books show that they are buying more sports garb now than they did in 1958."

In the next breath, the Champaign shopmaster adds that he is quite happy that his male players, who outnumber the women two to one, are, all in all, loyal customers. "They provide the bulk of the business here," he says.

#### Lead In From Several Directions

The new Champaign shop is ideally laid out for merchandising. The sales room, covering about 600 sq. ft., is carpeted in red, is completely walled in a stained golden wheat pegboard, has an acoustical ceiling and there are swivel lamps aloft that can be swung around to give direct lighting on practically every display in the shop. Adjacent to the rear end of the room is a fitting room with three full-length mirrors. Hamrich's storage section is equipped with steel stand-up racks that have a capacity of 300 bags and the cleaning and repair area is located in an L shaped compartment opposite the racks. Just beyond the club service dept. is an enclosed garage in which 18 golf

cars are stored. There are two doors leading into the sales room, one from a covered walkway leading to the lockerrooms and the other, facing the first tee.

Although Hamrich, who learned his golf and merchandising at Ohio State University, handles all the teaching assignments and tries to be "a man about the shop," as mentioned before, that doesn't mean he tries to go it alone. He has two assistant pros — Tom Tatnall, who oversees operation of the shop, and Larry Walters, who doubles as an inside salesman and is in charge of the car fleet. Mike Myers is responsible for the club cleaning and repairing and storage service. Sheryl Fiester, an Illinois University student, is bookkeeper and also is trying to do something about Hamrich's women sales dilemma.

The bookkeeping system at the Champaign shop was originally set up by an outside accountant who regularly audits the records, draws up the balance sheets and profit and loss statements and advises Hamrich on tax matters. Billing is handled by the club and Hamrich does the bulk of re-ordering and buying.

#### Makes It on Lesson Tee

Since he broke in as an assistant pro 12 years ago at Lakewood CC in Cleveland, Ohio, Bob Hamrich has appreciated the value of the lesson tee for getting close to the membership he serves. In successive jobs in Olmsted Falls and Fremont, both in Ohio, and more recently at Champaign, he never has gotten out of the no-

*(Continued on page 80)*

# Hot Weather Approach Means Wilt Is Coming Back

*But Hudson Valley greenmaster says it can be headed off if vigilance and proper maintenance practices are followed*

By **WILLIAM SMART**

Supt. Powelton CC, Newburgh, N. Y.

**M**ANY persons are of the opinion that wilt is the No. 1 killer of bent grass. Yet, very little has been written about it. A recently published book on golf course turf devotes only two paragraphs (210 words, by my count) to it. Older publications don't mention it at all.

From my observations in the Hudson valley, wilt is something that has crept in on us, obtained a foothold and perhaps become more severe with the passing years. It is not a disease, although a disease may accompany it. It occurs when moisture in the grass blades evaporates faster than the roots can absorb it from the soil. It reveals itself in patchy slate-blue areas that readily show footprints and lack the normal luster of healthy turf.

## Studied Temperature, Wind

As far as I can tell, wilt must have come upon us very gradually. I first noticed in the early '50s when I was at Duchess G & CC in Poughkeepsie, N. Y. I learned to forecast its appearance or coming by temps. and winds — temps. in the 90s and winds out of the south. It seemed to develop slowly and if no water was applied, the night dew would pull the turf through another day. Gradually, no wind and more moderate temperatures seemed to bring it on. And, if water wasn't applied, damage resulted.

But don't be deceived. Wilt doesn't always appear in this slow-gaining form. At one course in our area it appeared during a three-day holiday, was allowed to go unchecked because of heavy play, and it took until fall to bring the turf back.

Along with hot, dry wilt, I noticed that the affliction resulted during periods of high humidity. The basic trouble, caused by either kind of weather condition, is due to the tendency of bent grass to become shallow rooted in the summertime. The stunted roots can't absorb enough moisture to compensate for that lost by the blades. We have tried everything we have

ever heard of to develop long, healthy roots and keep them. They are fine in the spring, but long, white active roots are nonexistent in plugs cut in August. It seems to be their nature to dissipate during the warm months. Thus, wilt is more severe in late August and is caused by only moderately hot and humid weather.

## Supt. More Active

As roots and turf become less active, the supt. should become more active. Since the greens are the backbone of the course, they should receive the most attention during the hot months, even if this means neglecting other important jobs.

Light watering is the only thing that will stop wilt once it has started. A light watering right after lunch early in the summer, and a second one later on, say at three or four o'clock, in August, will usually keep the greens free of trouble. It is a good idea to school all your employees in recognizing wilt so that you can be tipped off whenever it seems to be appearing on any green. And, too, the work schedules of your men should be arranged so that all can be thrown into the battle against it immediately after it appears. I prefer to have two, and, if possible, three men ready to act as hosemen during August when wilt is predominant. If only one man is available it is an uphill, and can be a losing struggle, to get him around to water each green for 10 minutes or so when the affliction is at its peak. It isn't a bad idea, either, to school your green chmn. on the possible ravages of wilt and what has to be done to prevent it.

I start looking for wilt quite early in the summer, particularly if we've had warm weather. Mid-afternoon inspection should show any evidence of it. It's a good idea to start the 10-minute hand watering program early if you are the least suspicious of its onset. As the season goes on, the inspection is pushed up to mid-morning or just before lunch. Appearance of it in the morning means that syringing should take place twice a day, around lunchtime and again at about 2:30 or 3



Working up enthusiasm for the Combined Jewish Appeal tournament, involving 1,000 members of six Chicago area clubs, played on June 28, were these pros (l to r): Jack Koennecker, Twin Orchard; Huck Florence, Idlewild; Stan Kertes, Bryn Mawr; and Herb Minert, Ravisloe. This foursome, along with Joe Zelazny of Briarwood and Red Dennison of Green Acres, set up ground rules for the tourney which preceded fund raising dinners held at the six clubs.

p.m. A few years ago I hesitated to water after an application of fungicide, but with improved materials this precaution probably no longer is necessary, especially if the spray has dried on the leaf. For example, I have sprayed a green that had active brownpatch, returned 20 minutes later and watered with a sprinkler for as long as an hour or even a few hours. On the following day the brownpatch was clearing up, meaning that control was practically perfect in spite of the watering.

#### Weekend Labor Problem

The weekend labor problem figures strongly in the control of wilt. Or, at least, it does in our section of the country. But every effort should be made to have a man available on Saturdays, Sundays and Mondays, especially during the hot months, for syringing purposes. I have used retired men and caddies when necessary to handle the job. It is important that members and the green committee understand the weekend problem. If your regular crew is on a five-day week, the maintenance staff usually works short-handed on weekends. It thus becomes necessary to add that extra help on weekends to take care of the wilt threat, especially during July and August and even in Sept. Wilt, it should be stressed, doesn't take any weekend holidays.

Without going too far into overall greens maintenance, there are a few things that I think should be observed in reducing the possibility of wilt. Here they are:

#### Easy on Nitrogen

Don't use too much nitrogen during the playing season. An overabundance of food makes the turf too delicate and lush in extreme hot weather and it becomes a prey to wilt. I aim to keep the putting surfaces green in July and Aug., yet a bit

on the hungry side. If greens seem to be off color, I recommend small applications of iron sulfate about every week or 10 days. Besides going easy on fertilizers during the hot weeks, I suggest sticking very close to the recommended rates for fungicides during this period.

I don't recommend topdressing during July and Aug. Otherwise, I topdress four times a year with a 1-1-1 mix of loam, sand and humus with the idea of providing a cushion to offset the vibration of powermowers.

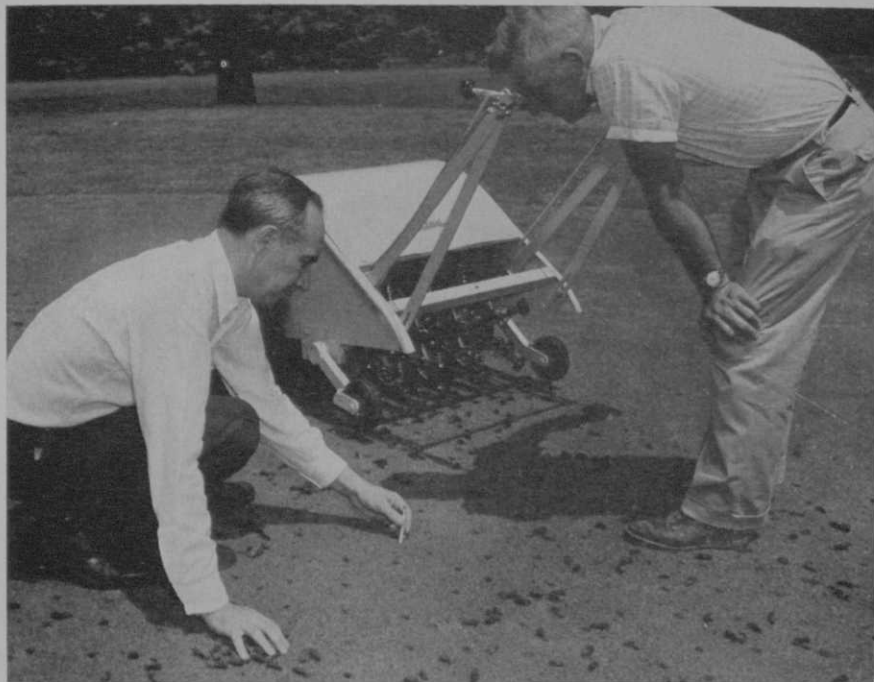
#### Around the Green

Another practice that helps to minimize wilt is to water the area surrounding the green. The presence of moisture in aprons, collars, traps and the close-in fairway area keeps the entire area cooler and wilt doesn't have quite as much of a chance to take hold. By the same token, wetting agents should be considered as an adjunct to the cooling effect of the water and also because they undoubtedly help to strengthen the grass roots.

Severe mat or thatch aggravate wilt because roots aren't kept in contact with the true soil. Anything that cuts down on mat or thatch — brushing, raking, spiking, slicing, verticutting, etc., is going to help solve the wilt problem. Whether these operations should be carried out during hot weather is another matter. I shy away from everything but spiking in June or July, figuring that the other operations should be carried out only when the weather is cool.

#### Raise the Mower?

If you can get away with it, a slightly higher cut should help you get through August without wilt decimating your greens. But I don't recommend skipping  
(Continued on page 52)



## Management versus Renovation

In a practical Turfgrass Management Program for golf course greens compaction is eliminated as it develops . . . rather than after the greens deteriorate to a condition that requires renovation.

As Tom Mascaro points out in his presentation of *Turfgrass Management versus Renovation*, "A sound, sensible program of Turfgrass Management costs no more than a weak, unscheduled program plus the renovation that follows. If a small fraction of the money spent on complete renovation were added to the normal operating budget, renovation would seldom be necessary and most important of all the course would not have to be closed."

A JR-1A (as seen above) or a GL Model Aerifier equipped with  $\frac{1}{4}$ " Spoons or  $\frac{1}{2}$ ", and with modern Flexi-Press, is a key tool in Turfgrass Management because it can do its job in minutes, rather than hours. The VC-3 Verti-Cut with *thin* blades is another key tool. With these modern turfgrass tools and men who know what they are doing and why, Golf Course Superintendents can embark on a Turfgrass Management Program that, to quote Mascaro again, "is good for the golfer, good for the turf and good for your wife — because you'll be easier to live with!"

*Turfgrass Management versus Renovation* is being published in three parts in West Point's publication *West Pointers*. If your name is not on the *West Pointers'* mailing list, by all means ask that it be added.

*West Point Products Corporation, West Point, Penna.*



Cars, lined up behind van, are driven inside by means of a ramp.

## TAVS Solves Problem of Golf Car Transport

The problems involved in the golf car boom are many and varied. For instance, the seemingly simple problem of just getting cars from manufacturers to courses has turned out to be a critical and complex one. Golf cars are heavy equipment, they are expensive to crate and they come from widely scattered parts of the country.

The big problem is that most courses have no method or equipment for unloading heavy machinery. In addition they cannot spare the time or the personnel to cope with extensive uncrating operations. The problem therefore of getting cars to the course and quickly onto the fairway has proved to be a formidable one.



However Trans-American Van Service of Chicago has studied both the problem and the potential of car industry and has gone to work on a solution. Specializing in transporting uncrated furniture in enclosed vans, the firm has applied itself to the task of adapting enormous enclosed vans to this new kind of transportation.

The solution that Trans-American Van has come up with is both ingenious and effective. Its vans are rigged so that golf cars can be loaded on two levels. This is essential to provide for a maximum number of cars in order to make the cost economically feasible. By this method as many as 20 cars can be loaded on a single 40 foot van. Thus, the average cost per car amounts to less money than the cost of crating and transporting by conventional methods.

### Ramp for Loading, Unloading

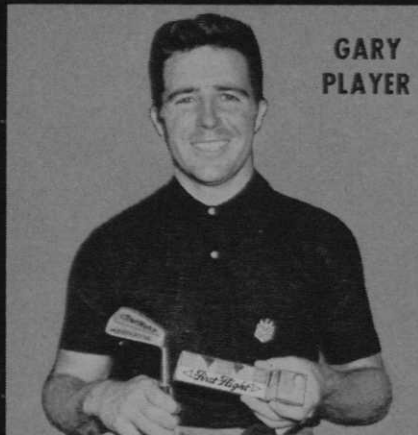
Then Trans-American constructed a ramp so that the cars could be driven on and off vans. This is particularly important since the cars can be driven off and put to work on the fairways within minutes after a van reaches the course.

Aside from the fact that hauling the golf cars in enclosed vans protects them from the weather as well as from road gravel nicks and dents, Trans-American, too, has developed a method of wrapping and otherwise protecting each car so that it arrives in spic and span factory-fresh condition requiring no additional servicing before being put into use.

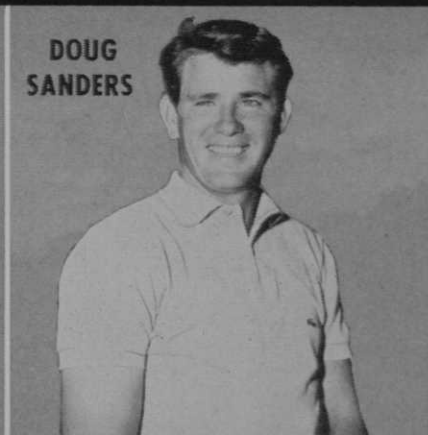
TAVS employee ties load so that a second or third loading level can be added to van. Extra platforms are built with aid of special clips that hold cross beams and floors. Golf cars are protected with heavy padding and by being tied so that they remain stationary while in transit.



# LEADING MONEY WINNERS!



GARY  
PLAYER



DOUG  
SANDERS

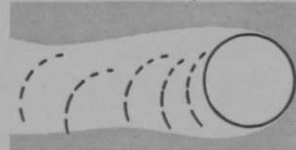
Gary and Doug state that First Flight clubs and First Flight balls have helped them on every shot.

This year *First Flight* equipment has already won these tournaments:

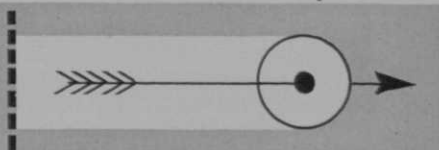


Gary Player and Doug Sanders play First Flight steel power center golf balls and First Flight registered swing weight clubs built to their personal specifications. These same First Flight clubs can be built expressly for you to any specifications your club professional prescribes at no extra cost.

## Here's Why the First Flight Steel Power Center Pays Off



A golf ball spins in flight. If not in perfect balance it will wobble, fade or drift.



Extra weight concentrated exactly in the center makes First Flight longer and more accurate.

FIRST FLIGHT IS SOLD ONLY IN PRO SHOPS

*First Flight* Company

Chattanooga 5, Tenn.

## Philippines in Midst of Big Boom in Playing, Building

By Bill Sherman

Golf has come to the Philippines with the suddenness of thunder, the thoroughness of a heat wave, yet with all the freshness and sparkle of a rainbow. In a land that you associate only with coconuts, abaca and sugar beets, it seems strange that there are 42 golf courses of all shapes and descriptions. Not only that but word comes that four more golf-lands are under construction with one course adding 9 holes.

Most of the golf activity, for that matter, and all other commerce, can be spotted on the island of Luzon, in the North or Mindinao in the South. Of the other 7,081 islands comprising the Philippine network, only 466 can claim area larger than one square mile. Many of these are too sparsely settled or too hopelessly composed to yield golf courses.

### Three New Ones for Manila

The Philippines capital, Manila, is a bright, brilliant metropolis whose latest population count exceeded 1,250,000 persons. Although there are only five golf courses currently serving this large populace, Manila ranks as the golf capitol of the Islands and may explain why three of the new courses are planned for this area.

Best-known of the old courses is the Manila G&CC whose professional, Ben Arda, played well enough in last winter's Lucky International Open in San Francisco to win some prize money. Another Philippine professional, Pastore Domingo, finished out of the money at San Francisco, but his voyage to the States paid off in the information concerning irrigation systems and other course construction tips that he picked up. The Veteran's Memorial Golf Club, where Domingo hangs his shop shingle, has already approved plans for another 9 holes at its present 9 hole site. Construction starts this summer.

The first new course to open in 1961 will not be near Manila, however, but some six hours away in Subic Bay. The U. S. Navy opens the Binictan GC late



At first glance it appears that Dale Andreason, pro at Palm Springs (Calif.) Riviera Hotel, is doing time on a rock pile. But since a publicity man will do anything for a picture, he is shown teeing off a building construction site at the hotel. The inevitable anatomical view is presented by Lee Steff and Joan Torrence.

this summer. Binictan was designed by Honolulu's H. G. Wilkinson; it is the first course to be built exclusively for U.S. personnel and will offer 18 holes plus complete club facilities. In the Manila area, both the Valley GC and Philippine CC, designed by California's Bob Baldock, are hoping to be ready for an early fall opening.

By far the most ambitious development, however, is the enterprising plan drawn up by a syndicate called the International Sports Development Corp., engineers of the Capitol Hills CC, a two-site, 72-hole golf course complex that calls for 1,000 members in its preliminary specifications. This kind of development could even raise a craggy eyebrow in Texas, but in the banana-land area it rates a substantial whistle. President and chief stockholder of ISDC is Francisco D. Santana, a civil engineer and independent contractor who stands high on the Philippine economic ladder.

An M.I.T. graduate, Santana has proven himself to be a capable businessman with a flair for the spectacular. His interest in golf is closer to devotion than it is to commercial exploitation, but Santana and ISDC hope to tie together an attractive investment package that is fiscally sound.

The Capitol Hills site is located in Quezon City, three and a half miles northeast of downtown Manila. The first 36-hole development will be called Blara Fairways. It's located not more than a long wood shot from the 9-hole golf course owned by the University of the Philippines.

(Continued on page 76)