

\* "CresLINE®

ENGINEERING DEPARTMENT  
REALLY DID A GOOD JOB"

Contractor Sassamon (left), Club President Dr. R. H. McElveen (center), and Chairman C. G. Phifer of the Greens Committee discuss the CresLINE watering system installed at Gaffney (S. C.) Country Club Golf Course.

says F. W. Sossamon, Jr., of Sossamon Construction Company, Gaffney, S. C., in reporting that a CresLINE Plastic Pipe watering system is in and "working perfectly." Mr. Sossamon answered an ad similar to this one when he was planning a sprinkler system for the Gaffney Country Club Golf Course. His praise concerns a complete engineering layout we provided as a standard service.

WE WILL MAKE A COMPLETE ENGINEERING LAYOUT FOR A SPRINKLER SYSTEM FOR YOUR COURSE. WRITE FOR DETAILS.

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Covers not just certain kinds of pipe but all 1/2" through 2" CresLINE Plastic Pipe used for cold water. Crescent not only agrees to replace defective pipe, but agrees to pay the freight and labor costs.



## It's All Free

*Pros and Club Managers Should Be Taking Advantage of the 'No Charge' Publicity Offered in Newspapers*

By **HOWARD HAGEN**

San Diego Union Golf Writer

Some of my best friends are golf pros and golf course managers.

They're nearly all nice people, paying taxes, correcting slices, doing great jobs of entertaining and instructing all kinds of people, and otherwise brightening the American sports scene.

But they could be doing a lot better for themselves.

Financially, that is, and in becoming better known to the golfing and social public.

When a man (or woman) opens the usual business like groceries, nails, auto

Golf writers always are looking for stories and tips. In the photo, five of them discuss their news sources (or lack of them) at the Masters. They are (l to r): Bob Drum, Pittsburgh Press; Charles Bartlett, Chicago Tribune; Wally Wallis, Oklahoma City Daily Oklahoman; John P. Carmichael, Chicago Daily News; and Bill Tucker, AP, Atlanta, Ga.

repair or something similar, he pays good money for newspaper, radio or television advertising. And his hard advertising dollars are budgeted to keep his name and business before the public.

How about the golf clubs, speaking largely of the public courses that are kept alive and prosperous by playing fees?

### That Free Ride

Well, golf is a sport, like football baseball, basketball and other sports, and it gets a free ride from most news media.

But it's a rare golf pro who takes advantage of this fact, or to the fullest.

Nearly every metropolitan U.S. newspaper, embracing millions of readers, has a golf column once to three times weekly telling of the golf doings in the immediate area. And TV and radio sports announcers are willing to pass along interesting notes to their listeners.

But more often than not, collecting those notes from pro shop people is a tough job.

In fact it's tougher than collecting eagles

TURF DISEASE

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**KILLED Copper Spot**

In June with two applications of 2 oz. per 1000 sq. ft. three days apart.

**KILLED Brown Patch**

In July with two applications of 2 oz. per 1000 sq. ft. three days apart.

**KILLED Leaf Blights**

In August with three applications of 2 oz. per 1000 sq. ft. three days apart.

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KROMAD is a killer, a lone killer...of five major turf disease organisms. And, as is said of most killers, it kills by pattern. When turf diseases get out of control, golf course superintendents depend on the killing pattern of KROMAD—2 oz. per 1000 sq. ft. three days apart for two or three applications.

After this broad-spectrum fungicide has completed its curative job, superintendents revert to the preventive pattern—2 to 3 oz. per 1000 sq. ft. every 5 to 7 days. Curative or preventive, KROMAD is exceptionally safe...will not harm the finest turf, even when applied at several times the recommended rate.

KROMAD is economical. Broad-spectrum control of a wide range of diseases eliminates

buying, stocking and applying several different fungicides, saves time because it eliminates the difficult task of positively identifying and individually treating each disease.

KROMAD also offers other plus values. Urea content stimulates growth, but doesn't interfere with regular fertilizer programs. Iron content helps grass develop stamina and a rich green color. Fungicidal dyes in KROMAD assist in disease control, add color to diseased or off-shade turf and provide a check on uniformity of coverage during application.

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### Pro-Manager Festivities

At the first pro-manager tourney held at the Hampshire CC, Mamaroneck, N. Y., under the sponsorship of Amstel American Corp., persons shown in the photo above didn't break any course records but they made up for it at the roast beast interval. They are (ll to r): Peter Casella, pres., L. I. PGA; Elmer Voight, pres., Westchester PGA; Mike Turnesa, Knollwood CC pro; Gus Salerno, Hampshire pro; Larry Robinson, N. Y. World Telegram & Sun writer; Sydney B. White of Amstel; Jack Mallon, pres., Metropolitan PGA; and Herb Graffis, *Golfdom* editor. At right, Peter A. D'Angelo (1), Hampshire manager, accepts trophy from White for second low gross score.



to jar news out of most pros and managers.

A conversation between the sports writer and pro, or his assistant, goes something like this:

"What's doing down there?"

"Well, quite a bit of play, but nothing startling. Mrs. Pete Jones broke 130 for the first time—had 129, including six whiffs—but other than that, there's nothing to report."

(The hell there isn't! A new member may have broken the course record that week, a new club president may have been elected, and possibly the course was selected for a Ladies PGA tournament the following fall. But the pro shop boys simply don't think those things are news, or something.)

There's really only one way for the pros and managers to get, and keep, their names before the golfing public.

#### Write It Down

Have their people write it down, when something interesting happens, on a pad near the phone, so it's available when the newsman calls, usually on the same days each week.

Maybe the item isn't newsworthy but put it down anyway. The newspaper will decide on that.

In summary, the golf course people haven't scratched the surface on this

public relations business. They have a window to the world in the news media, but few are taking advantage of it.

Another thing: Newsmen appreciate items though the piece doesn't involve their source's course. Something may have happened, or is happening, in the way of unusual golf shots, personnel changes etc. at other courses.

If you know about it, pass it along as a tip to the newspapers. They'll run it down. Experienced public relations executives know that columnists appreciate all types of tips, and they remember the people who remembered them, at some future date.

There are exceptions to this failing in pro shop public relations, of course.

I remember one in particular: Fred Sherman, a veteran San Diego County pro who has been associated with several Southern California courses in the past 30 years.

Sherman has had excellent relations with the news boys through the force of his personality, his willingness to work at public relations, and because the news media know they're getting the straight dope when they talk to him.

Golf pros, like the butcher, baker and all the rest, have a product to sell. They have a place to sell it, through the news media—and it's all free.

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AN ANALYSIS TO SUIT EVERY GREEN AND TEE. For each 1000 square feet, simply mix 1 pound in 10 gallons of water and apply. MORE WATER WON'T HARM.

ALL KAPCO SOLUBLE FERTILIZERS CONTAIN CHELATED CONCENTRATE

ANALYSIS	PRICE PER POUND IN 50 LB. DRUMS (If 25 lb. bags are specified, add 1/2¢ per lb.)				
	5 Lbs.	50-299 lbs.	300-999 lbs.	1000-1999 lbs.	2000 lbs & up
9-45-15 START-L-IZER		\$0.31	\$0.27	\$0.26	\$0.25
15-30-15 PLANT-L-IZER		.27	.23	.22	.21
24-12-12 LAWN-L-IZER		.31	.27	.26	.25
30-10-10 AZALEA ACID-50		.31	.27	.26	.25
20-20-20		.27	.23	.22	.21
25-0-25		.23	.19	.18	.17
12-24-24		.25	.21	.20	.19
CHELATED CONCENTRATE	\$0.75	.56	.52	.51	.50

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## **Golfers to Play in Old Pirate Lair on Dauphin Isle**

**B**uilding the new Isle Dauphine Golf Club has been the most challenging, the most frustrating — and the most rewarding — experience I've encountered in over 39 years of golf course construction work!" says Charlie Maddox, head of the Maddox Construction Co., Bavaria, Ill.

Maddox refers to a soon-to-be-completed 18 hole regulation golf course built on sand and swamp on historic and scenic Dauphin Island in Mobile Bay, just four miles off the Alabama coast.

Until a few years ago, when the Mobile Chamber of Commerce conceived the idea of developing the four-mile long island into a resort and residential community, it was unoccupied, except for a few occasional fishermen and Air Force early warning station. Last year, after the completion of the four-mile Dauphine Island Bridge, visitors started to flock to the island to enjoy its recreational attractions, its beauty and historical landmarks, some of which date back to the seventeenth century.

### **\$1 Million Subscribed**

The Dauphine Island Plan was conceived, organized and activated by a special committee of the Mobile Chamber of Commerce, headed by Mr. S. Blakely McNeely, one of Mobile's better-known amateur golfers. The developers subscribed over a million dollars to get the project under way. All available land was platted into streets, parks, business areas and residential lots — and all lots were sold within two days following announcement of their availability!

Proceeds from the sale of homesites on the island were allocated for use by the various municipal departments (streets, water, beaches and parks) and to the



Earth mover hauls tons of silt from Alligator Lake more than one mile to Isle Dauphine course. At high tide machine often ran with one wheel in the Gulf of Mexico.



Air view of Dauphine GC. Gulf is in foreground and clubhouse and pool are at extreme left of the photo. Course is watered from the fresh water lake.

property owners' association. This latter organization was also granted sufficient acreage for the development of a private club, the present Isle Dauphine Club. Money derived from the Property Owners Association's share of lot sales was placed in escrow to guarantee the construction and ten years operation of the club, without further cost to the property owners!

### Automatic Members

Under this probably unique arrangement, present and future property owners automatically become members of the new club without payment of an initiation fee or any contribution toward the construction of the club. The only cost to members is a greens fee charge of \$2.50 per round. Guests recommended by members pay an 18-hole fee of \$4.00 which includes full use of clubhouse facilities.

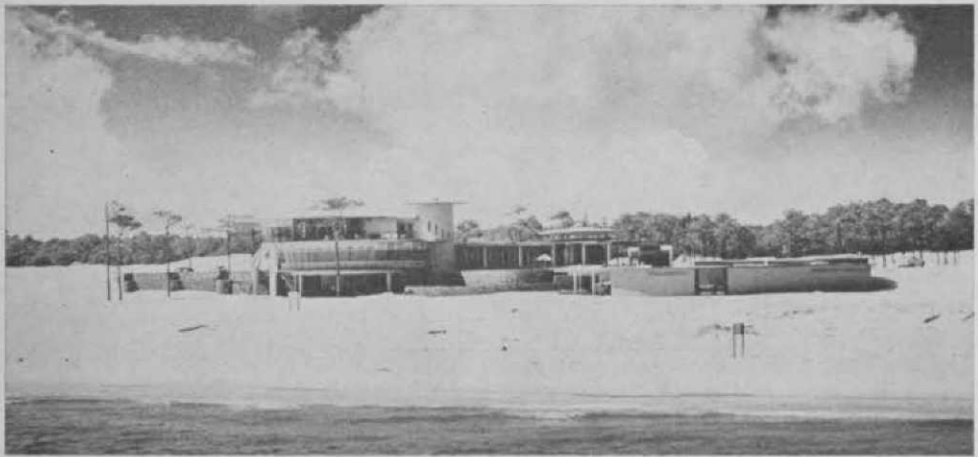
When the Maddoxes, Charles Sr. and Jr., first surveyed the proposed course site they uncovered some discouraging facts that added up to seemingly insurmountable construction problems:

1.) The site consisted almost entirely of sand dunes. There was some good standing pine and a spectacular beach of white sand. This same white sand covered the entire course area with scarcely a trace of soil or organic material of



Digging silt from bottom of Alligator Lake to be used as topsoil on the course. Lake was pumped dry by Maddox firm and about 30,000 yards of silt was removed.

any kind. As a matter of fact, the only soil available to the builders was contained in a swamp and a lake about four miles from the course site. There were no roads over which dirt could be hauled and the trucks and grading machinery could not negotiate the soft sand.



No. 18 green at Isle Dauphine is just out of the picture on the right of this view of clubhouse.

2.) Both the inland swamp and the swampy areas of the course site contained much standing water — in some places to a depth of three feet.

3.) The salt-impregnated sand of the beach blew and shifted with every breath of wind — toward and onto the prospective fairways, tees and greens.

4.) The existing sand dunes were sharp-crested and difficult to grade, and in great need of topsoil for the establishment of turf.

### Gulf Is Backdrop

On the credit side was incalculable beauty. The Gulf of Mexico is visible from some point on every hole of the golf course. The view from the crest of the sand dunes is particularly breath-taking since all of the course lies beneath the viewer from this point and the brilliant expanse of the Gulf presents a sparkling backdrop behind the dark green of the pine groves.

According to Maddox, the finished course will be a typical 'old country' seaside layout with sand bordering the fairways in the dunes area. To be off the fairway is, literally, to be in a sand-trap. On many holes the sand must be carried from the tee in order to reach the fairway turf, in the manner of famed Pine Valley. Tees are long — up to 240 feet — and strategically angled to permit wide variation in the length of the course (from 5,800 to 7,000 yards) and in the play of most holes. Greens average nearly 5,000 square feet, with the largest nearly 8,000 square feet in area.



This gives you an idea of the brush that had to be cut away as Maddox crews proceeded with building of Dauphine course.

While many difficulties were overcome in building Isle Dauphine, Maddox says the principal problem consisted of building up the swampy areas for drainage. The hauling of soil from swamp to course site was accomplished by installing a water pipeline along a haul road to the beach. By keeping the sand of the road wet, heavy equipment could travel to the beach where natural wave action kept the surface wet and firm. Crawler tractors, one pulling and one pushing, put topsoil in place on the course where it was rototilled into the top 6 to 8 inches of all  
(Continued on page 106)



# SPRINKLING TURF?

## Moist O' Matic gear driven, rotary, pop-up heads

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This top quality line of full and part circle heads, is the finest, most efficient available for sprinkling golf courses, parks, cemeteries, playing fields, etc.

Scientifically engineered and designed Moist O' Matic heads do a superior job of watering these large turf areas AND DO IT WITH LESS WATER.

Original cost is lower too... because the greater coverage and even water distribution permits maximum spacing of the heads... also makes possible use in existing systems without changing the spacing. And when you add the many Moist O' Matic design features such as: Completely sealed gears and operating mechanism to keep out dirt and sand • Three nozzles for even distribution • Free rotating cap to prevent damage by vandals or heavy equipment • Part Circle Adjustment in 1" increments from 40° to 320° without tools or turning off water • Entire operating mechanism removable from the top without disturbing the head.

It's easy to see why Moist O' Matic Sprinkler heads lead the field for dependability, performance and lowest maintenance cost.

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Cross section shows many exclusive features of Model 652 Part Circle Head.

### MONITOR CONTROLLER

Here is a compact, easily operated 11 Station Automatic Controller that will soon repay its reasonable cost in water savings and reduced turf maintenance. Features include: Variable 1 to 60 minutes timing on each station • 14 day programming • Water and tamper proof extruded aluminum case for wall or pedestal mounting • Freeze proof.



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Ashbourne installation was directed by Joe Tagnon, supt. and Albert Krebs, pres. of Farm & Golf Supply, (holding sprinkler) and Edward J. Hennessy of Keasbey & Mattison Co., and Martin Sharp, Ashbourne's green chairman.

**Hoses, spigots and inconvenience are out with installation of new 650 gpm sprinkling system**

**A**n extensive, modern sprinkling system just completed at Ashbourne CC, Cheltenham, Pa. has increased the club's sprinkling capacity twenty-fold.

The system, which can deliver a total of 650 gpm, features non-corrosive asbestos-cement piping, concealed snap valves, plug-in sprinkler heads and a 75-hp electric pumping unit.

## Ashbourne Increases Capacity Twenty-Fold

and displeasure of the members. In addition, the system provided no means of watering the rest of the course.

To correct this situation, Martin Sharp, chairman of the green committee and Joseph Tagnon, supt. awarded a contract to Farm & Golf Course Supply Co., Philadelphia, for the installation of a new watering system.

The new system has eliminated the club's watering problems. It provides adequate water for all of the 18 fairways and greens which are spread over 100 acres of beautiful landscaped countryside. It eliminates the need for moving hoses, and it enables the Ashbourne maintenance staff to do the greater portion of the watering at night.

### 78-Foot Centers

The plan of the system called for installation of 100 concealed snap valves, on 78-ft. centers, throughout the length of the course. The snap valves are installed in risers which take off water from the main piping at these points. Also specified were 65-gpm

Prior to the installation of the system, the club had piping running from two wells to four fairways. To water these fairways, it used portable sprinklers and hoses, which were attached to spigots at various locations around the fairways. However, the club never considered this an ideal method for watering fairways.

### Restricted Delivery

The supply of water from the wells was limited and it was not possible for the system to deliver more than 30 gpm. Therefore, to adequately cover the complete area of the four fairways required the constant moving of hoses and sprinklers, much to the inconvenience