

# ts everywhere prefer prevent snow mold attacks



on right.

**O. JOHNSON**, Happy Hollow Country Club,  
Omaha, Nebraska,

reports: "I've had no disease problems in 20 years of using 'Tersan' 75 to prevent snow mold and all other turf fungus diseases. I never have to worry about injuring the grass with 'Tersan' 75, even if an excessive rate is used. I don't intend ever to use a fungicide other than "Tersan' 75—it keeps our members happy."



**F. E. MAURINA**, Tripoli Golf Club,  
Milwaukee, Wisconsin,

says: "We have been using "Tersan' 75 to prevent snow mold for the past 8 years with very good results. Generally, we apply "Tersan' 75 in late November, middle January and early March at the rate of 8 oz. per 1,000 sq. ft. in spray or dry form."

**H. FANNIN**, Mayfield Heights Country Club,  
Cleveland, Ohio,

reports: "I've been using "Tersan' 75 since it first became available. To prevent snow mold, I apply "Tersan' 75 before the first snow in November, and again in January. Of course, "Tersan' 75 is my old stand-by for large brown patch control, too."

## Prevent snow mold with Du Pont "Tersan" 75

Superintendents everywhere report easy, economical and reliable snow mold prevention with Du Pont "Tersan" 75. A proven thiram fungicide, "Tersan" 75 also protects your turf against large brown patch, dollar spot and other

important fungus diseases. "Tersan" 75 is packaged in handy 3-lb. bags for easy measuring and handling. For extra disease protection and maximum safety, combine "Tersan" 75 with Du Pont Semesan® Turf Fungicide.

Turf Fungicide • **VPM** Soil Fumigant



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

*On all chemicals, follow label instructions and warnings carefully.*



Leonard B. Schmutte (2nd from left), who came to the Findlay (O.) CC as pro in 1933, recently was honored at a 25-year testimonial dinner held at the club. In the photo with Len are, from left: M. S. Hauser, pres. of Findlay CC; Peggy Kirk Bell, former women's professional star who came from Pine Needles, N. C. for the occasion; and A. M. Gee, chmn. of the event and toastmaster for the dinner. Fellow pros who helped Schmutte observe his anniversary included Marty Cromb, Lou Chiapetta, Massie Miller, Bernard Pitney and Denny Sullivan. Before coming to Findlay, Schmutte was pro at Ft. Wayne (Ind.) CC and at Shawnee CC, Lima, O.

To keep the arms in close and let the left arm come across the chest, a woman has to get a lot of body turn while keeping the head steady.

It is vital to get a lot of help from the shoulders in a woman's golf swing. The left shoulder must come under the chin coming back and the right shoulder come under the chin going thru.

The simple exercise of lifting the club up with the left arm and hand and that of swinging the arms to get shoulder action help to improve a woman's swing.

Have the woman pupil swing the club three times between shots so she will get plenty of practice keeping in balance.

Have the woman pupil interpret your instruction and tell it and explain it back to you.

Tell the woman to listen to the club hit the ball then look up.

Many women get "hand-me-down" clubs from husbands and force themselves awkwardly in

trying to swing the club.

It is an advantage to women to use a ball of moderate compression (between 70 and 80.)

Women's usual mistake is rushing the swing. I tell them the longer the club the longer the pause should be at the top of the swing. I have them count.

You have to tell women to hit the ball emphatically by reminding them that the club is a tool, not a feather.

Women get bored quickly listening to the pro. They want to hit the ball. Start them with a 7- or 8-iron and get them swinging.

Women are slower than men in absorbing golf instruction. They are more exacting.

Tell women pupils that the course is no place for practice swings; that to be a fine golfer she should spend 50 per cent of her golf time on the practice tee and 50 per cent playing.

Many women who are taking golf lessons are shy. They may not even know where the women's locker-room is.

## Everything Pro Does Is "Public Relations"

Bob Walcott, jr., Walcott & Associates, Inc., Public Relations Consultants, Los Angeles

The pro's continuous and effective job of indirect selling is done by what is called "public relations," meaning his connection with the public, whether the "public" is or isn't golfers.

The standing that the pro has in his community for his activity in community service and betterment, his work in charity drives, membership in service clubs and generally valuable citizenship stimulate business in the pro shop.

It takes time but the pro has to devote some attention and effort to community affairs if he is to enjoy prestige and profit as a business-

man.

Friendship, frankness and cooperation with sportswriters are highly important in pro public relations campaign.

The pro should expose himself as a businessman and citizen of good judgment, stability and initiative every chance he gets. He really is in public life and must act accordingly because he always is on inspection.

Public relations must be at the very best in the pro shop. Even the way that the telephone at the shop is answered can be a factor in building goodwill.



## Frequent Display Changes, Playing Up Regional Flavor Boosts Apple Valley Sales

At Apple Valley (Calif.) CC displays are frequently shifted from one side of the pro shop to the other to inject a note of freshness into the merchandising scheme. Counter type racks, with pegboard backdrops above them, enable Lloyd Mangrum and his assistant to change practically the whole shop around in only a couple hours. Note how clubs are displayed in the counters. Apple Valley carries a complete line of desert togs which quickly attracts the eye of the many visitors who play the course. Playing up of regional fashions can be profitable for pros in all parts of the country, especially if their courses get big play from visiting golfers.

*Chuck Curtis photos*



## Taxes Compel Pro to Know The Score on His Business

Kenneth Lake, Pres., Long Beach chapter, Calif. Society of Certified Public Accountants

Everything in the pro's business is related to taxes. Stiff taxation may be a partially disguised blessing for pros in making them careful about income and expense records.

A winning putt might cost a pro more in taxes than in additional prize money.

Lake said that experience at some pro shops shows that of the investment in inventory, 40 per cent is in balls and the turnover is 3 for a year; 35 per cent in clubs and bags with an annual turnover of 3; and in apparel and miscellaneous items the inventory is 25 per cent with a turnover of 2 a year. These cases are not to be regarded as "average" due to wide variations in pro shop operations. In numerous instances, apparel business constitutes about 35 per cent of shop volume.

Pro income, other than shop sales, often determines whether the pro can make enough

out of the job to warrant a competent man keeping it. Lessons, bag cart and golf car rentals and range income, in some instances, yield an income equal to 75 per cent of the profit on merchandise sales.

Wages take 30 per cent of gross profit. Percentages of other expenses in relation to gross profit of a pro shop have been recorded as: Advertising and publicity, 5; shop supplies, 6; range expense, 6; tournament expenses (in cases of club pros) 3; licenses and taxes, 2; shipping, 2; insurance, 1; legal and accounting, 1; bad debts, 1/2.

The pro saves money and worry by hiring competent accounting and tax advisory service. This is a job for a specialist just as golf instruction is a job for a pro.

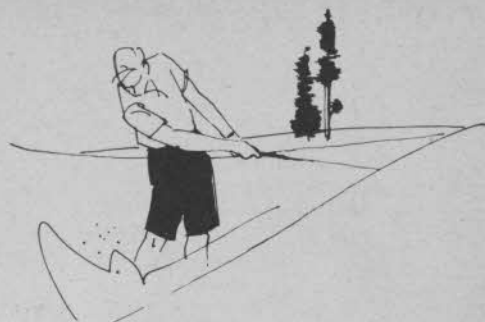
The pro must carry adequate insurance.

*(Continued on page 78)*



# Beautiful Holmes

GOLF CLUB CARPET



*Specified for country's  
leading clubs!*

There's nothing "experimental" about specifying Beautiful Holmes famous Quality 282 for your golf club. It has long ago proved its mettle under the wear and tear of mud-caked, spike-soled golf shoes . . . in locker rooms, pro shops, grills . . . and is still going strong, feeling and looking great, underfoot. Because it can take this kind of punishment without apparent after-effect, Quality 282 has become known as the "Golf Club Carpet." For your nearest Beautiful Holmes contractor, call or write Archibald Holmes & Son, Erie Ave., and K St., Philadelphia, Pa. *Now in our second century of fine carpet weaving.*

Design with *your club initials* is one of many popular patterns available

#### **A FEW OF THE MANY FINE CLUBS USING QUALITY 282**

Chickasaw Country Club, Memphis, Tenn.  
Claremont Country Club, Oakland, Calif.  
Great Bend Country Club, Great Bend, Kan.  
Greenacres Country Club, Lawrenceville, N. J.  
Hickory Hills Country Club, Springfield, Missouri  
Huntington Valley Country Club, Huntington Valley, Pa.  
Indian Hill Club, Winnetka, Ill.  
Jumping Brook Country Club, Neptune, N. J.  
Lubbock Country Club, Lubbock, Tex.  
Orchard Ridge Country Club, Ft. Wayne, Ind.  
Pine Forest Country Club, Houston, Tex.  
Seaview Country Club, Absecon, N. J.  
Walnut Hill Golf Club, Columbus, O.  
Wheatley Hills Golf Club Inc., East Williston, N. Y.  
Willow Brook Country Club, Tyler, Tex.  
Yorba Linda Country Club, Los Angeles, Calif.





## Japanese Have Rivals in Columbine Girls

When John N. Cochran, Jr., pro at Columbine CC, Littleton, Colo., read how capably Japanese girl caddies performed at the International Cup matches last October, it reminded him that teenage girls helped out last summer at the Columbine Invitation. What's more, they handled the caddying chores just as well as boys of their age and John thought it should be brought to the attention of GOLFDOM readers.

In the above photo, Laurie Borden, Cindy and Pat Koran are shown handing the clubs they selected for playing a tricky shot into the wind to Frank Baumgartner, Jim Breuil, Sr. and his son.

At left, male caddies, possibly looking to their laurels and prerogatives, clean and polish clubs for tournament players who got caught in a downpour.



## Oklahoma Turf Officers

Oklahoma Turfgrass Assn. has elected the following officers and directors to serve in 1958: Pres., Tom Leonard, Muskogee CC; Vp, Bill Melton, Meadowbrook CC, Broken Arrow; Secy., Lester Snyder, Oaks CC, Tulsa; Treas., Chick Clark, Oakcrest CC, Ada. Directors are Lesley Snyder, Henry Manley and Lester Hare. Wayne Huffine, agronomist, Oklahoma State U., is research dir. and chmn. of the advisory committee is Bob Dunning of Dunning-Jones, Tulsa.

At a recent meeting, Henry Manley was given an "Award of Merit" for having made the greatest contribution to turf management among supts. in 1957.

## PGA Pacific Northwest Section to Discuss Rules

Members of the PGA Pacific Northwest section will hold an education meeting on Feb. 24 to discuss the rules of the game and other matters that have come up since they last met in October. Reports of the delegates to the national meeting in Long Beach also will be heard.

## MGA Has New Address

Massachusetts Golf Assn. has a new address. Association headquarters are now located at 40 Trinity Place in Boston. The Francis Ouimet caddie scholarship fund also is located at this address.

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handle  
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EASY TO POUR  
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Mallinckrodt Kromad... the effective broad-spectrum fungicide that controls the five major turf diseases —economically. Now used and approved by hundreds of superintendents.

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Also available in 25 lb. drums.

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**ACTIVE INGREDIENTS**

Cadmium Sebacate = 5%  
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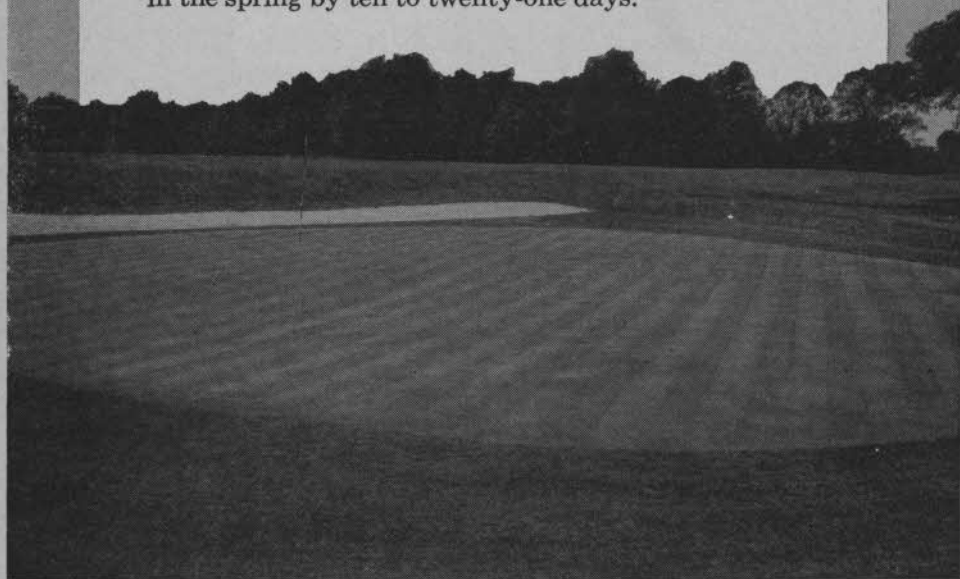
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# How leading superintendents

**“... maintained even growth on bent putting greens for five months,”**

reports Taylor Boyd, Superintendent,  
Camargo Country Club, Cincinnati, Ohio

“Our feeding program is simplified because we base it on ‘Uramite.’ Bent putting greens maintained an even growth over a five-month period, and on warm-season grasses like Z-52 Zoysia and U-3 Bermuda, ‘Uramite’ applied in the fall speeded the coloring of these grasses in the spring by ten to twenty-one days.”



## **“URAMITE”—the nitrogen with built-in control**

Du Pont “Uramite” is 38% nitrogen—from methylene ureas of the highest quality. Applied in the fall or spring, “Uramite” resists leaching, supplies nitrogen uniformly to assure your turf long-term, sturdy, healthy growth and vitality. Uniform granules of Du Pont “Uramite” are free-flowing, clean and completely odorless.



# keep turf healthy and growing uniformly with Du Pont "URAMITE"

**"...helped build a good strong turf  
that holds up year round."**

reports Sam Zook, Superintendent,  
Waverly Country Club, Portland, Oregon

"I first used 'Uramite' in 1956, applying 20 lbs. per 1,000 sq. ft. in the spring, followed by 15 lbs. over the same area in July. Our putting greens developed a rich, firm turf which kept a deep green color all summer long.

"Because 'Uramite' helped winter our greens in good condition, I had none of the usual headaches last spring getting them in shape. I'm planning to use 'Uramite' at the same rate this season."

E. I. du Pont de Nemours & Co. (Inc.)  
Polychemicals Dept.  
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# URAMITE<sup>®</sup>

FERTILIZER COMPOUND

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



A Madison park department employee discusses golf etiquette with youngsters.

## Madison Educates Its Young Golfers

When older golfers, who play the three 9-hole municipal courses in Madison, Wis., complained early last year that the conduct of many Junior players was definitely on the annoying or destructive side, the city's board of park commissioners didn't bar any youngsters from the courses or issue any threats. Instead it used a little psychology in getting the errant young golfers straightened out while, at the same time, educating all the Junior players in the etiquette of the game.

The psychological approach was carried out by avoiding use of the word, "rules," and substituting the phrase, "Your Responsibilities As A Golfer." Under the direction of C. H. (Tom) Tucker, activities supervisor for the Board, the player's responsibilities were listed and included besides

general remarks, the principles of conduct or etiquette for tees, fairways, greens and traps.

Thousands of copies of "Your Responsibilities As A Golfer" were mimeographed and distributed to junior and senior high schools throughout the city. At the same time, posters illustrating the golfer's responsibilities were distributed to the schools.

### Work With School Heads

Many park boards would have stopped here, but the Madison commissioners went a step further. Working with school recreation and gym instructors, they required youngsters who were interested in playing golf to study the mimeographed sheets and pass an exam covering their responsibilities as golfers before playing permits were