

# season-long vitality, long-feeding Du Pont Uramite®

**"... improved turf density  
... resulted in faster healing  
from ball-mark damage"**

*says Lou Trapp, Superintendent,  
Dayton Country Club,  
Dayton, Ohio*

"Du Pont 'Uramite', applied on all my greens and tees at 10 lbs. per 1,000 sq. ft., is the basis of my nitrogen fertilization program," continues Mr. Trapp. "I also intend to try it on some fairways. As a result of applying 'Uramite', I feel that my greens turf is more dense than in previous years and heals faster from ball-mark damage. Since using 'Uramite', I have had more compliments from our members on the appearance and playing qualities of the course than ever before."



**Lou Trapp**, Superintendent at the Dayton C.C., Dayton, Ohio. Mr. Trapp uses high-quality Du Pont "Uramite" to feed nitrogen to his fine turf at the constant rate needed for healthier growth and season-long vitality.

## **"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.

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Polychemicals Dept.  
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# **URAMITE®**

**FERTILIZER COMPOUND**

# PHILLIPS

## CAM LOCK



The world's finest and best known.  
Will not turn or break apart.  
**PRO'S CHOICE**

**F. C. PHILLIPS, INC.**  
STOUGHTON, MASS.

or 36 . . . Construction on a second Baldock job at George AFB, Victorville, Calif. to get underway soon.

Southern Turfgrass Assn. to hold its spring meeting, Feb. 23-24, at Ridgeway CC in Memphis . . . Clarksdale (Miss.) CC clubhouse destroyed by fire last fall and two weeks later the residence of Doc Livingston, supt. at the club, was burned to the ground . . . Bob Langley, formerly of Malvern, Ark., is now Tom Lundy's asst. supt. at Greenville (Miss.) CC . . . C. H. Elam becomes supt. of Newton (Ark.) CC, succeeding Earl Kidd . . . Ed Creasy formerly of Pine Hills (Ark.) CC takes over as pro-supt. at new West Memphis CC.

R. Albert Anderson, architect and builder, building 18-hole Lehigh Acres (Fla.) CC course . . . Anderson also is drawing plans for 18-hole Cape Coral course at Ft. Meyers and has a Par 3 under construction south of that city . . . Ed McCauley, pro-supt. of Pine Bluff (Ark.) CC, killed in auto accident last fall.

Two of New Jersey's oldest pros, Harry K. Smith and Jack Semple are retiring . . . Smith has been at Green Brook CC, North Caldwell, since 1923 and Semple has been at Rock Spring Club, West Orange, for 30 years . . . Both, however, will continue to be associated with their clubs in advisory capacities . . . Smith, born in Sussex, Eng., came to U. S. in 1915 and worked for Bob White, the PGA's first pres., almost continuously for eight years except for time out to serve with the Signal Corps in World War I . . . Harry helped build Green Brook and re  
(Continued on page 62)

Keep 'em rolling with

# AutoMAC

## fully automatic power battery charger

Reduce downtime . . . keep electric golf cars rolling with AutoMAC. No guessing . . . the AutoMAC is fully automatic. Just plug it in, turn it on, and forget it. When the battery is fully charged, the AutoMAC turns itself off! Saves power consumption and prolongs battery life . . . maintains original battery capacity.

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## New 7-gang TORO hydraulic cuts mowing time 50%!

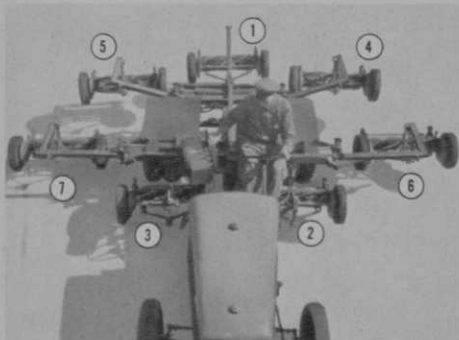
Pull down the center lever on the control console that's right by your elbow; 3 gang units lower swiftly, gently into mowing position—two ahead of the rear wheels, one centered in back. Pull down controls 2, 3, 4 and 5. Each one instantly lowers another gang unit into place. And you lift or lower the units

in any order to give any combination of gangs you need—3, 4, 5, 6 or 7 units at the flick of a lever. You never leave your seat!

Here is a 7-gang mower with speed and flexibility unlike any other combination on the market. It slims down to pass through narrow areas, fans out to mow up to a 15-ft. swath in seconds. You can mow on both sides of roadways using the wing units only—even mow boulevards or other strips with one or two wing units lowered to turf height. It's actually many mowers in one!

Look over the features of this rugged machine. Or better yet, drop us a card and let your nearby Toro distributor *show* you on your own grounds how the new Toro 7-unit hydraulic Golfmaster\* can start saving you money *today*!

\*A registered trademark of the Toro Mfg. Corp.



**COMMAND VIEW** of all cutting units makes handling easy. Gangs 1, 2 and 3 are controlled by single lever in center of console. Gangs 4, 5, 6 and 7 are individually controlled by relatively located levers on console.

# TORO

Toro Manufacturing Corp.

3045 Snelling Avenue • Minneapolis 6, Minn.



Frank Sprogell (right), professional-manager at the PGA National Golf Club, Dunedin, Florida, picked Victor Electric-Cars for exclusive rental use. With Sprogell are Ed Naud (center), Victor Electric-Car Southern Region Factory Representative, and Mike Lyons (left), Victor Electric-Car Division Serviceman,

## "Believe Me, I'm REALLY Sold on these New Victors"

- - says *Frank Sprogell*

Professional-Manager PGA National Golf Club

"In my opinion, the PGA National Golf Club course is one of the finest in the country. So, naturally, I wanted the best golf cars made. I gave various makes a real rugged test. I picked Victors because they go farther on a single charge. They're a cinch to maintain. And they don't spin or skid, so they're easier on

our fairways. I'm sold on our fleet of 32 Victors and so are the folks who play the PGA National Golf Club course." Frank Sprogell is only one of the top professionals and club managers who tested a number of makes of cars, and who now rent Victors to their members exclusively.

Get complete details about Victor's money-making "Pay-As-You-Profit" fleet plan. Write today on your club letterhead to:

VICTOR ADDING MACHINE CO., - Electri-Car Division - Chicago 18, Illinois

JANUARY • 1959

**Business Techniques Stressed****Standardized Methods Reviewed  
in PGA Teaching Program**

THE Education and Teaching program at the PGA's 42d annual meeting was pretty much a review of the policies and methods successful professionals have standardized.

The program was highlighted by a talk by W. V. Register, pres., First National Bank of Dunedin. Register spoke the fiscal gospel for pro department operation. The pro financial problem in general is that the pros who need Register's help weren't at Dunedin and won't pay much attention to his talk as digested in print. They make things tough for themselves and add a penalty to the cost of doing business that must be shared by all pros, good, medium and bad, and all buyers of golf goods.

However, the improvement in pro business methods and credit rating has been so pronounced that it is something the representative pros can brag about.

"Enlightened selfishness" was the keynote of the business talks. Successful corporations have a policy of thinking of the public first and taking good care of it. This is not because they love the public (since the public rarely is lovable) but because this primary consideration of the public is the smartest selfishness that a profit-wise corporation exercises. The application of "enlightened selfishness" must be the same with the pro as with a big corporation, PGA program speakers repeatedly implied.

Denny Champagne, gen. chmn. of PGA program committee, and Irv Schloss, chmn., Education-Teaching committee, presided over the business instruction sessions. Schloss had a tape recording made of the talks for use by PGA sections.

**Records for Deductions**

Wm. Crown, CPA, opened the sessions by stressing the importance of keeping complete financial records. Federal, state and city taxes call for the pro keeping rec-

ords of almost every penny he handles.

Crown mentioned that the pro can deduct what he pays for shop construction and fixtures and deterioration on shop equipment. The newly revised Excise tax law also cuts the cost of a club building a new shop.

The tax counselor advised that pros consult their own tax advisors about responsibility for withholding tax on assistants' salaries as the status of assistants as employees or independent contractors varies according to conditions of the assistants' employment. In some instances the club, not the pro, is responsible for assistants' withholding taxes.

**Suggests Getting Advice**

Crown referred to the new tax legislation allowing a pro operating his own department, or a range, to be taxed as an individual or as a corporation and recommended that the pro look into that with his own tax advisor. Another point to be considered is whether charging a legitimate salary (in addition to the nominal salary from the club) as part of his cost of doing business is advisable.

D. M. Schroeder, hospital administrator, in talking on "Human Relations" spoke of the pro's responsibility to constructively criticize. He suggested that the pro prepare the member and/or pupil for criticism by telling of the pro's own faults first. He said that most kicks could be handled by being a good listener and letting complainants blow off steam.

W. V. (Woody) Register said that reference to the rating book of the Sporting Goods Clearing House and the number of pro accounts shipped COD shows the need of sound financial counsel for younger pros in particular. Older pros also lose considerable money by failure to use simple good judgment in business and personal money management.

A digest of Register's talk appears on page 30 of this issue.

Dr. Alfred P. Haake, veteran sales mgr. and a General Motors sales consultant, said that the same procedure General Motors follows can help the pro to success. GM, Haake said, assembles the facts, analyses them, then follows the course indicated by this analysis. Although that's the pattern GM employs, it doesn't have any formula for making sales.

#### Visual Aids

John Mahoney, pro, Warwick (R. I.) CC, demonstrated the use of visual aids in teaching by presenting still and motion pictures taken and used in PGA teaching studies at Dunedin.

Mahoney's description of picture-making equipment for effective use in teaching will be given in detail in an early issue of GOLFDOM. Although pros for years have made more or less practical use of still and motion pictures in their teaching, there hasn't been any planned study of this work until Irv Schloss and Mahoney got together on the problem. The speed of the swing and details concealed from the instructor make golf instruction difficult and leave the conscientious instructor needing all the help he can get from modern educational methods.

Films of Joyce Wethered, Jones and Vardon, taken under the direction of George Sargent for the PGA and providing considerable of the basis for modern teaching, were shown.

Paul Stephens of Pinellas County (Fla.) public schools staff, in talking on "the psychology of learning as related to motor skills," referred to some instruction experiences as a high school athletic coach.

#### Steps in Teaching

Stephens accented teaching as simply as possible. Don't teach when tired, he warned. He said that the steps in teaching are:

(1) Explanation and illustration. You've got to determine what stage of learning the pupil is in, then tell and show him how to progress.

(2) Imitation. Have pupils mimic your positions and motions. Let them see and feel what's right so they won't copy wrong.

(3) Correction. Point out mistakes and also tell the pupil when he is right. Comment first on whatever he's done that's good. Then see how you can help the pupil make the correction.

(4) Repetition. Drill for perfection of technique and help the pupil to form good habits.

## Pros Vote to Keep PGA for the Pros; Sargent Re-elected

Harold Sargent, East Lake CC, Atlanta Ga., was re-elected pres. of the PGA at the association's 42nd annual meeting. Re-elected with him were Lou Strong, Tam o' Shanter CC, Chicago, secy., and Warren Cantrell, Meadowbrook GC, Lubbock, Tex., treas.

Vice presidents were changed in three districts. Dugan Aycok, Lexington (N. C.) CC, was named to succeed Al Houghton, Prince George's G&CC, Landover, Md., in Dist. No. 3; Manuel de la Torre, Milwaukee (Wis.) CC, succeeds Harry Pezzullo, Mission Hills CC, Northbrook, Ill., in Dist. No. 6; and Leland (Duke) Gibson, Blue Hills, Kansas City, Mo., succeeds U. C. Ferguson, jr., Lincoln Park GC, Oklahoma City, Okla.

The Ryder Cup matches were placed with Eldorado CC, Palm Desert, Calif., for Nov. 7-8. Tentative arrangements were made for holding matches at the Atlantic City CC but were found not agreeable to British or U. S. tournament management.

The top 25 money winners for the calendar year 1958 and through the National Open this year will automatically qualify for the PGA championship at Minneapolis CC. Others will qualify either in their sections on June 22 or, in the case of tournament players, at the Chicago Open.

The PGA treas. was made a member of the tournament committee, replacing the member-at-large formerly elected to the committee.

Proceedings for the record and back-stage reflected an abrupt halt of the trend to alter the PGA status on which the pro association had grown in esteem and business standing, and change it to a quasi union organization directed by non-pros. Representative businessmen professionals credit Sargent, Strong and Cantrell with the right kind of discernment and leadership to keep the PGA for pros.

Information from the meeting of the directors of the Professional Golfers' Foundation for Education-Service showed that the year's revenue from the PGA label merchandise setup was approximately \$8000 for educational purposes and \$2500 for relief fund, a total less than legal fees for the period.

# KROYDON **CARDINAL** EXCELLENCE

*sold thru Pros EXCLUSIVELY!*



Now . . . Kroydon Cardinal Excellence is endorsed by Tommy Bolt!



Tommy Bolt

National Open Champ in '58 heartily endorses KROYDON CARDINAL EXCELLENCE! KROYDON CARDINALS are his kind of club!



Fussiest golfers (like you) demand the finest . . . and *now* the finest means the *new* line of KROYDON CARDINAL clubs! What does KROYDON CARDINAL excellence mean? Here's the story . . .

**KROYDON CARDINAL EXCELLENCE** means clubs that are "custom built"!

**KROYDON CARDINAL EXCELLENCE** means clubs that are precision-built!

**KROYDON CARDINAL EXCELLENCE** means clubs with Pro-Fit Shafts!

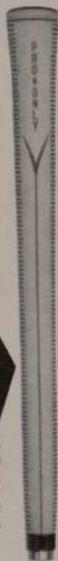
**KROYDON CARDINAL EXCELLENCE** means clubs with "custom built" balance!

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**NOW! KROYDON CARDINAL EXCELLENCE MEANS ALL NEW GOLF PRIDE GRIPS!**

Golf Pride fine line . . . the newest, the best grip any golfer can use . . . is now standard equipment on every KROYDON CARDINAL club! 26.6% of the players in the '58 National Open used Golf Pride Grips! Now they're yours at no extra cost on KROYDON CARDINALS!

*\* (of course, prime leather calf/skin grips are also available)*



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**CARDINAL CLUBS**

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## Ames Nominated to Head USGA in 1959

John D. Ames of Chicago, who has held every executive office in the USGA since 1950 and was pres. of the organization in 1958, has been nominated to be re-elected pres. of the Association for 1959. Election of officers and new members of the executive committee will take place on Jan. 31st at the USGA's annual meeting in the Biltmore Hotel in New York. Nomination is tantamount to election.

Ames, a Chicago investment banker, first became affiliated with the USGA administration in 1946 when he was elected to the executive committee. A one time Princeton golf captain, he served in World War II as a Lt. Col. and is a member of the Onwentsia Club, Lake Forest, Ill.

Other officers who have been nominated are: Vps, John G. Clock, Long Beach, Calif., and John M. Winters, Tulsa; Secy., Clarence W. Benedict, White Plains, N.Y.; Treas., Emerson Carey, Jr., Denver.

New executive committee nominees are: Fred Brand, Jr., Pittsburgh; Charles C. Clare, New Haven, Conn.; Harry L. Givan, Seattle and Harold A. Moore, Chicago.

Renominated for the executive committee: William C. Chapin, Rochester, Hord W. Hardin, St. Louis, William McWane, Birmingham and B. H. Ridder, Jr., Duluth.

Philip H. Strubing, Philadelphia, has been nominated general counsel.

Retiring from the USGA administration are Charles L. Pierson, Boston, J. Frederic Byers, Jr., Pittsburgh, Stuart A. Heatley, San Francisco and F. Warren Munro, Portland.

Totton P. Heffelfinger, Minneapolis, heads the current nominating committee and Richard S. Tufts, Pinehurst, N. C. has been named to head it in 1960.

## Moore Again Guides Western Golf Assn.

Harold A. Moore, Chicago business and civic leader, has been re-elected pres. of the Western Golf Assn. for 1959. Others elected to office with Moore include Vps, Cameron Eddy, Frank H. Hoy, James M. Royer, George K. Whyte, Walter W. Crutenden and William F. Souder, Jr.; Secy., Ralph A. L. Bogan, Jr.; Treas., Norman G. Copland; General Counsel, Lynford Lardner.

In Moore's first year as pres., WGA

## Reservations Pour In for CMAA Convention

What probably will be the best attended annual convention ever staged by the Club Managers Assoc. of America will be held at the Shamrock Hotel, Houston, Feb. 19-21. Early reservations have been so heavy that the hotel has had to turn down requests for occupancy of rooms earlier than Feb. 18th. Harry Seide, Westwood CC, Route 4, Box 248, Houston, is in charge of reservations.

increased its number of Evans scholarships to 373 and collected record income of \$260,000 for the scholarship fund from 30,000 contributors. During 1958, WGA also released a new caddie-training film, "Your Caddie, Sir," narrated by Bing Crosby. This year the organization will sponsor the 56th Western Open, 57th Western Amateur and 42nd Western Junior.

## Pennsylvania Range Operators Fight Sales Tax Levy

Driving range operators in Pennsylvania are grouping their forces to fight a 3 percent sales tax that the state is trying to impose on them. Murray Saltzman of Allentown heads the committee that is opposing the tax.

Not only is the state trying to twist the language of the Selective Sales and Use Tax to impose the levy on the range operators but it is trying to go back and collect the tax from 1956 on in addition to assessing heavy penalties. The operators' legal counsel points out that ranges don't charge their patrons for rent of clubs or balls but only for use of the ranges. He maintains that the cost of providing clubs and balls is small in relation to the cost of range upkeep and that essentially a service and not a product or commodity is provided.

### Miniatures Exempt

Under a ruling made some time ago, miniature courses are exempted from the sales tax.

Prospects are that the range operators will have to take their case into court to defeat imposition of the tax. Saltzman and his committee are attempting to raise money among the operators to finance a court test of the tax.

# Don't Put Members in Middle on Golf Car Policy

**Pros Told Profit Motive Must Be Secondary to Players' Welfare at PGA Session; Woodard Solicits Caddie Support**

"WISH we'd had something like this sooner," was generally the opinion of pros at the golf car seminar which was one of the features of the PGA educational sessions at the association's annual meeting held in November.

Irv. Schloss was chairman of the session. Milt Woodard, executive sec., Western Golf Assn., introduced the talk on "The Caddie Master and the Caddie Program in Relation to Electric Golf Cars" by urging pros not to permit use of golf cars unless caddies, if available, are sent out with the cars. He specifically referred to schoolboy caddies and not older "professional caddies." Woodard solicited continued PGA support of the Western GA Chick Evans Caddie Scholarship Fund, and extended use of the Western material on caddie department training programs and operation.

The Western 20 minute, color sound film, "Your Caddie, Sir," showing Horton Smith, Walter Burkemo, Chick Evans and two caddies and narrated by Bing Crosby, was shown.

The meat of the session was in a practical and frank talk by William J. Freund, mgr., Electri-Car div., Victor Adding Machine Co., an authority whose help in solving golf car policy and operating problems has been of great value to pros, clubs and golfers in general.

Freund spoke for about five minutes on the high spots of car use, saying that he and his associate, Ed Naud, of Victor's Atlanta office, preferred to answer questions from the experience of pros and Victor men themselves.

## Agree on Major Points

There were numerous questions and experiences related. Major points on which pros, with successful experience with golf cars, and Freund and Naud agreed:

1. The country club exists not for profit but for the pleasure and relaxation of its members. The members must be served.

2. The pro dept. exists for a profit. Thus, there must be a profit enterprise as an island in the middle of a non-profit organization. Sometimes profit enterprises

are not compatible with non-profit thinking and vice versa. The pro is entitled to a fair profit for himself, even though the club seeks only to break even.

3. Golf cars are, first, a vehicle to accommodate the membership, and second, a vehicle to produce revenue. When they produce a big revenue debates will arise over who should enjoy the benefits of such revenue. Should the revenue be used to offset club deficits? Should the revenue be used to increase professional's gross profits and his losses in other operations of service to the members?

4. Golf cars are here to stay. Someone or some group at the club will take leadership in the acquisition and management of the golf cars. Someone or some group will use initiative in the matter, and the professional has a golden opportunity to use initiative and apply intelligent leadership, or he has the opportunity to lose leadership. In other words, use the opportunity that golf cars present or lose that opportunity.

## Intelligent Selfishness

5. A safe guide is to put the welfare and pleasure of the member ahead of all else, and among an intelligent membership the rewards to the professional will follow logically. Be selfish, but for heaven's sake be intelligently selfish. The best service a pro can render to himself and the PGA in relationship to golf cars is to render a good service, at a fair value, to his members using golf cars.

6. As the use of golf cars grows, and as revenue from them increases, be prepared to make compromises, if necessary, to maintain your position in relationship to the cars. Make these compromises on a basis of sound business principles, not emotional considerations.

A representative of one group of professionals related that at one time in his area pros had 100 per cent of golf car concessions, then lost it 100 per cent and now are regaining participation in the revenue as experience and understanding of pros, car users and club officials increase.

An interesting discussion concerned whether or not golf cars damage courses. The "yes" and "no" sides were about equal and equally emphatic.

Freund ended the debate by suggesting that pros, supts, green chmn., etc. concede that the walking golfer, the bag cart and the golfers' car all do some damage to turf. The divot-digger also damages the turf. The practical question is how much or how little damage golf cars cause and how much revenue from the cars, if any, should be used to offset this damage or even to improve the course.

## Banker Tells Pros to Seek Needed Financial Help

*Digest of talk by W. V. Register, pres., First National Bank, Dunedin, Fla. at PGA annual meeting.*

**P**ROPER buying, selection of inventory, record-keeping and business and personal money management often may recommend that the pro consult a specialist in money. The banker is a specialist in money just as the pro is a specialist in golf.

Maybe the pro doesn't want to confide too much in a banker who also is a member of his club. But other members, having a lot more at stake than a pro, talk frankly to their banker, take advantage of his experience and make use of the lending capacity that keeps banks in business.

The pro who buys on credit actually is borrowing from the manufacturer. The club and ball manufacturers have to borrow to build up their own inventories ahead of the consumer buying season.

### Gives Club Bad Name

The pro who doesn't pay his bills gives the club a bad reputation. That's why experienced club officials look to manufacturers or credit rating organization for information on the pro's financial reliability. The member figures that he gets posted if he doesn't pay his bills and the pro also should be identified if he is slow pay.

The pro's borrowing position is somewhat limited because his collateral is his stock. The bank or the manufacturer doesn't want merchandise after it has been in pro shop stock for months.

The large amount of money pros lose each year by not taking advantage of allowable discounts doesn't do the pros'

reputations as businessmen any good.

Register expressed the belief that the biggest mistake concerning credit standing that pros make is in not answering correspondence from manufacturers' credit departments.

### Want to Help

If a pro is in financial trouble due to illness or other unexpected family expenses, or because the job is not as good as he thought it was — or could be made — the manufacturer wants to help him "get well." That's how the manufacturer will get money owed by the pro for his merchandise. But some pros get sore and get writer's cramp when asked to pay overdue accounts.

The supplier expects that bills due him will be met on the due date so the supplier's own bills can be paid. If maturing obligations can't be met by the pro then it is up to him to explain why and get the situation straightened out. Other businessmen have to do this and the pro is no exception.

### Should Have Bookkeeping System

The young pro should have a CPA work out a simple but entirely adequate bookkeeping system for him. Then it will be almost routine for the young man to keep in sound business condition.

Register advocates putting slow-moving stock on "sale" and getting some money out of it before the big selling season is over rather than have the merchandise represent frozen credit.

The banker says that the pro might ask himself the questions that a banker would have to have answered if the pro (or anybody else) were seeking a business loan. The questions are:

- (1) Is the applicant honest?
- (2) What does he want to do with the money he wants to borrow?
- (3) Is the applicant using good judgment in having the proper ratio of fast-selling and slow-selling items?
- (4) Is the applicant reasonably competent?
- (5) How will the lender get the money back and what is the lender's recourse in the event the borrower fails to pay?

There was considerable and favorable discussion of Register's talk by pros and manufacturers. A point often mentioned in business discussions is that a great deal of the pro's financial trouble is the result of having a job "oversold" to him or because the pro fails to make a reasonably accurate investigation and forecast of what the job will yield if it is handled correctly.