

Ray Jensen, Southern Turf Nurseries.

Turf Maintenance in Mexico — Carlton E. Gipson, Club Campestre de la Ciudad, Mexico City.

Thursday

Morning Session: Theme — Fundamentals of Superintending

Chairman, Fred V. Grau, Hercules Powder Co.

An Assistant in Your Future? — Joe B. Williams, Santa Ana (Calif.) CC.

Fundamentals of Equipment Use — John L. Kolb, Minikhada GC, Minneapolis.

Fundamentals of Crew Management — Cliff A. Wagoner, Del Rio G & CC, Modesto, Calif.

Management Aids — Charles F. Shiley, North Hills CC, Milwaukee, Paul Voykin, Briarwood CC, Deefield, Ill., Robert V. Mitchell, Sunset CC, Sappington, Mo.

Grooming Your Course — Ted J. Rupel, Cherry Hills CC, Englewood, Colo.

Afternoon Session: Theme — Practices & Problems

Chairman, Charles G. Wilson, Milwaukee Sewerage Commission.

Public Course Operation — Earl F. Yesberger, North Olmsted (O.) CC, B. K. Jones, City of Long Beach, Calif.

Techniques of Contract Fumigation on Greens — Donald E. Leaman, Neal A. MacLean Co., El Monte, Calif.

More on Golf Car Problems — George L. Lanphear, Thunderbird CC, Palm Springs and Paul J. Addessi, Tamarisk CC, Palm Springs.

Top Turf Tips — Leland Burkhart, U. of Arizona, Norman R. Goetze, Oregon State College, Charles L. Gould, Western Washington exp. station.

Qualities of an Outstanding Supt. — James L. Holmes, USGA green section.

Quarter-Century Awards to be Made at Banquet

Fourteen veteran supts. will be awarded quarter-century emblems by the GCSA at the annual banquet on Feb. 14. They are:

Richard Baxter, Taconic GC, Williams-town, Mass.; W. F. Bennett, Kokomo (Ind.) CC; Anthony J. Factor, Connoquenessing CC, Elwood City, Pa.; James L. Haines, Denver CC; D. Lester Hall, San Jose CC, Jacksonville, Fla.; Harold P. Henry, Hillcrest, Kansas City; Norman C. Johnson, Ft. Myers (Fla.) CC; William H. Johnson (ret.) Rialto, Calif.; John S. McCoy, Cincinnati CC; Malcolm E. McLaren, Oak-

Goldfom Luncheon

Goldfom magazine again will be host to supt. fathers and sons and sons-in-law at a luncheon at the GCSA convention. This will be the sixth year that the affair is being sponsored by Joe and Herb Graffis. It will be held on Wednesday, Feb. 13, at noon in the Don Room which is located on the main floor of the El Cortez Hotel. Officials and directors of the GCSA also have been invited to attend the luncheon.

Golf Tournament

The annual GCSA 36-hole golf tournament will be played in Palm Springs, Feb. 6-8. Registration for the tournament is scheduled for the 6th at Palm Desert GC, with the 7th and 8th set aside for the competitive rounds. In addition to the Championship flight there will be pro-supt., chapter team, Senior, associate member, exhibitor, guests and green chairmen and pro-celebrity competitions. George L. Lanphear, Thunderbird CC supt. and chairman of the tourney committee, is in charge of transport and club rentals. For the ladies, Dale Andreason, Riviera Hotel pro, will conduct a clinic. A ladies' tournament (green fees waived) also is scheduled.

Green Chairmen's Forum

Green chairman who attend the convention will be guests of the GCSA at a luncheon and education forum to be held in the Cotillion Rooms 1 & 2 of the El Cortez on Feb. 12. Speakers will include Walter A. Slowinski of CMAA, who will discuss new tax legislation; Herb Graffis, who will talk on the changing game of golf; Elmer Border, whose subject will be "Trends in Maintenance"; and Charles Laws, green chairman at San Gabriel (Calif.) CC, who will explain the chairman's role as he sees it. Emanuel Levy, green chairman of Brentwood CC in Los Angeles, will be chairman of the forum.

wood, Cleveland; M. J. Palmer, Latrobe CC, Youngstown, Pa.; William Stuppel, Exmoor CC, Highland Park, Ill.; W. C. Waters, Inverness, Toledo, O.; Earl F. Yesberger, North Olmsted (O.) GC.



Visitors at Merchandise Show and participants in PGA tournaments will see this clubhouse and perhaps wade through this sand at Port St. Lucie (Fla.) CC. Clubhouse cost \$500,000.

St. Lucie Allots Plenty of Space for PGA Merchandise Show

There will be no stinting in the space allotted to the PGA for its annual Merchandise Show which will be held Jan. 15-19 at Port St. Lucie (Fla.) CC, according to Tom Mahan, Sr. and John Boda, the New England professionals who are in charge of the five-day event. The PGA National club championship will be played during the week the show is



Tom Mahan

held.

Equipment and apparel that is brought in for the show will be displayed in two large circus-type tents. St. Lucie officials say that they will not only occupy a conspicuous spot on the clubhouse grounds but will be located so that there is no hint of congestion or overcrowding. Golf cars will be shown in one of the tents and equipment and apparel in the other.

The PGA requires that all exhibitors of



pro-line equipment must have their booths open on the day the show starts. Exhibition stalls are 12 x 8 feet. Three tables are supplied with each booth but exhibitors must provide any backdrop material they wish to use. Exhibitors also are required to have a representative at Port St. Lucie to receive material that is shipped in. Final decision as to the allocation of booths is to be made by the PGA and Port St. Lucie officials.

It's A Big Attraction

In past years the Merchandise Show always has been one of the main attractions of the PGA's January-February golf festival. Numerous pros buy or order practically all their stock for the coming season at the show. In the past the show always has been held during Senior week, but it has been moved up this year due to the complications encountered as a result of the PGA's pulling out of Dunedin and taking temporary refuge at Port St. Lucie.

Buyers' Service • P. 127

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Harley-Davidson brings you a great golf car combination. Consider that Harley-Davidson has led the two and three wheel vehicle field for 60 years . . . that it has an established, experienced, nationwide network of Servicing Dealers. Then remember that Harley-Davidson golf cars have *already* proved their performance abilities on courses across the nation.

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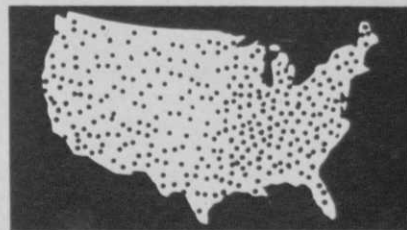


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Aulbach: The Pro Can't Win in A Price Cutting War

By **GEORGE AULBACH**

Professional, Lufkin (Tex.) CC

Below is a condensed preview of the advice that George Aulbach will give professionals and assistants who attend the PGA Clearwater business school.

The more golf grows the more highly competitive the industry and particularly its retail trade becomes. Merchandising experts are working every day, pulling out all the stops, to get a larger share of the market. Sales competition on all levels is sharply on the increase.

The number one pro shop problem, as in all retail businesses, is competition. Advertising in its varied forms is the major creator of this competition. Most all local advertising now feature bargains instead of quality. Bargain appeal is largely responsible for the public trend to cut prices, wholesale or discount. Local advertising has created a giant bargain monster that no retail business can escape.



Aulbach

Bargain competition is building business on a price tag. A professional can do better than that by building his business around himself and his service. We earn our members' business only through an understanding of their needs and desires. It is our personal relationship with them that does the most to sell ourselves and keep ahead of outside competition.

Recognizing bargain competition as a major problem, our concern is: What are we going to do about it? How are we going to meet the challenge?

Don't Join Them!

One professional says: "If we can't beat them, let's join in the cut price business." That is a fool's philosophy. You can't win in a price war and you can't build a permanent business on cut prices. When a professional starts price cutting that is the end of a profitable business. If you cut prices for one member, others will hear

about it and demand the same treatment. Once they know you will cut, they will demand further reductions. Soon you'll be realizing half profit on every sale. Insurance, taxes, labor and other shop expenses aren't being slashed. You can't meet rising costs by reducing your profits.

There is hardly anything in the world that someone can't make a little worse to sell a little cheaper. Those who consider price only usually are the victims of inferior merchandise. Bargain hunters aren't customers around whom you can build a future.

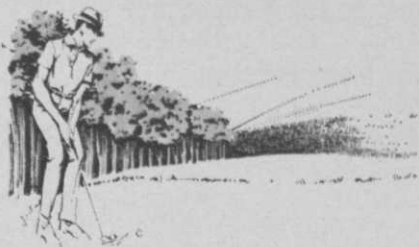
Earn Their Support

You're a professional business man — so talk the language of your profession. Give plenty of information about club fitting, explain some of the technical details about clubs that is not generally known by the average golfer (or your competitors) and give tips on how and when to use the various clubs. Sell yourself as a man who knows his business well and get your members into the habit of seeking your advice. We earn their business support through confidence, goodwill and a desire to be helpful. A pro shop business is built on personal relationship and service — nothing else. Sell yourself and sell service and you will not have to worry about outside competition.

Hold PGA Clearwater Business School, Jan. 20-25

The PGA will conduct its sixth business school at the Hotel Jack Tar Harrison in Clearwater, Fla., Jan. 20-25. Attendance at the school has steadily grown over the years and if enrollment applications haven't been made, they should be forwarded immediately to the PGA headquarters, Main & Broadway, Dunedin, Fla. Don Fischesser, education chairman, has these men on his instruction staff: Emil Beck, Horton Smith, Bill Hardy, George Aulbach, John Budd, Irv Schloss, Bill Kaiser, Rex McMorris and Jim Gaquin. Bill Junker of Fawick Flexi-Grip will be the host at the banquet that will wind up the school program on the 25th.

it's compact...rugged...maintenance-free
and look at the low cost!



New for 1963
the thrifty \$17.95

TROJAN BALL WASHER

Out-cleans other models...Out-lasts 'em
...out-features them. Yet it's priced at
a budget-pleasing \$17.95.*

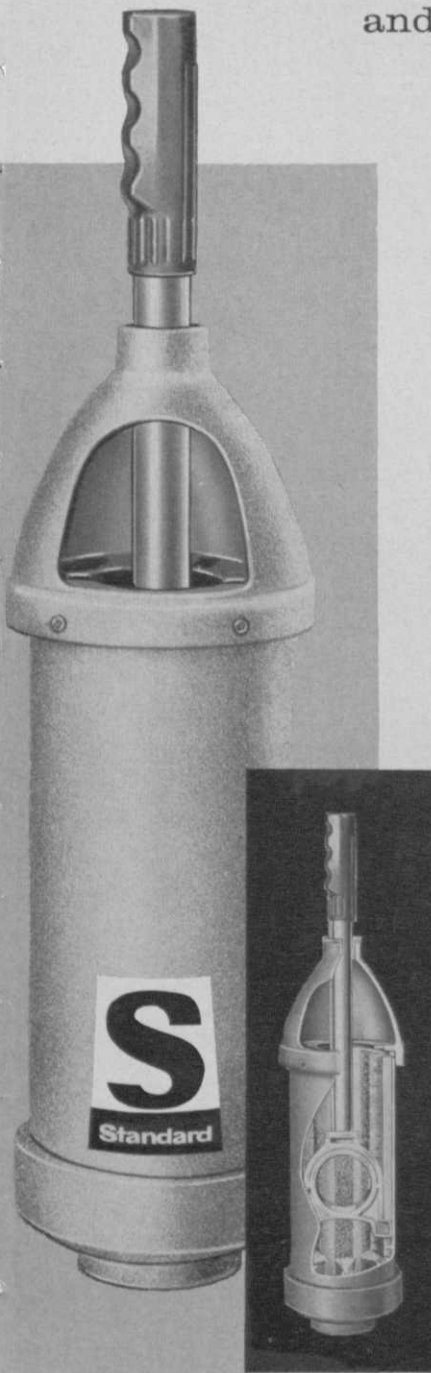
It's amazing that somebody didn't come up
with this jewel years ago. Simple, compact,
maintenance-free, rugged...AND we believe
it OUTCLEANS 'EM ALL.

This washer really scrubs! While ball
rotates, 80% of surface is constantly in
touch with six super-stiff brushes.

Case is heavy extruded aluminum with
rich blue hammerloid finish. Plunger moves
smoothly - can't bind, can't stick, can't pull
out. And if brushes ever need replacing,
it's quick, easy, inexpensive.

Visit us at the show...Booths 77 & 78

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Has Been Deferred Too Long

Says GCSA Should Discuss Pension at National Meeting

By V. JAMES VIGLIOTTI

Supt., Indian Creek CC, Miami Beach, Fla.

We recently looked into prices of 25 years ago and then projected them 25 years into the future at their rate of increase.

What will they be like if inflation continues in the next quarter century as it has in the past?

Hold on to your hat!

Say it's some time in January of 1988. You start your morning shopping by bypassing the steak (\$6.25 a pound) in favor of pork chops (only \$3.50 a pound). For noontime sandwiches you pick up a can of corn beef (\$2.95) plus a loaf of bread at 50 cents. A pack of cigarettes may cost you about 67 cents.

How much are you planning to live on in \$1988? Will you retire on \$400 or \$500 a month. Possibly you can squeeze by on that if you live simply and prices don't continue to become as inflated as they have in the last 25 years.

You aren't going to get by on Social Security. That \$180 or \$190 a month for two — plus a small additional income, if you're lucky enough to have it — isn't going to buy much hamburger which may cost \$2.15 a pound in 1988. If you were to retire tomorrow, Social Security alone probably wouldn't take care of you — not at today's prices.

Only A Threat

For years, supt. associations, both local and national, have been talking about getting something rolling on a pension plan for members. To date, they are no further along than they were 10 or 15 years ago. Nobody can be singled out and blamed for this dalliance. I'm to blame as much as the next fellow. So are you. Regardless of whom is at fault, there is one way to get the situation corrected and that is to get a pension system started without any more delay.

As to whether supts. should contribute to such a system, or whether we should

ask that clubs bear the entire expense of putting it into effect and sustaining it, is a matter that can be decided after the clubs have been sounded out and members of the national association have had their say. A committee should be set up at San Diego by the GCSA to straighten out all the details of setting up a pension system and handling its administration after it is put into effect.

I recently checked with the actuary department of a large pension consulting firm and was given the following information:

Annuity Schedule

For each \$10 a month (\$120 per year) paid into a group retirement annuity plan for the individual supt., the monthly income derived at 65 for those who continue in the plan will amount to the following:

Present age 30	—	\$55
40	—	32
50	—	16
60	—	4

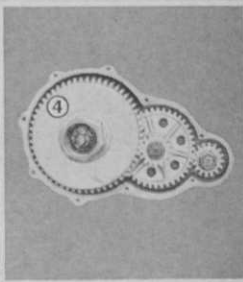
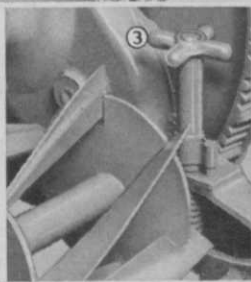
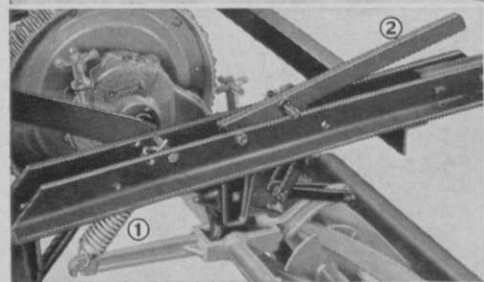
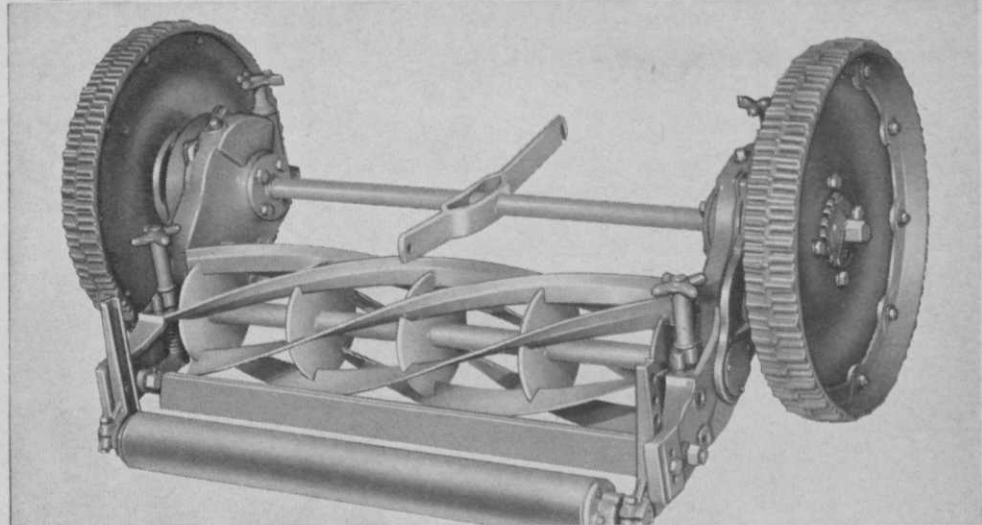
If the contribution to the plan amounts to say \$480 a year, you can see where the fellow who now is around 30 years of age is going to fare quite well if he continues to work as a supt. for the next 35 years and is continuously employed by a club (or clubs) that pay into a GCSA pension fund. A man of 40 isn't going to live a full life on the \$128 he might receive based on the \$480 annual contribution — but let's look at it this way — if he isn't presently covered by some kind of pension or annuity plan, it's \$128 more than he can expect to get.

Won't Fare So Well

Men who are 50 years of age or older may not be too enthused about receiving a retirement income of from only \$16 to \$64 a month. In this case, they are victims of a system that was started too late. But the fair minded among them, and I'm sure there are many, will agree that even though they have a small stake in it, it is better to get a pension system started than to go on deferring it. I'm sure, too, they realize that they will derive a larger income from a group plan than they would if money were paid into an individual annuity for them.

Any supt. who reaches the accepted retirement age of 65, has a very good chance of living another 14½ years, according to insurance mortality figures. That, in itself, is a powerful argument for
(Continued on page 64)

Jacobsen



Time-saving Fairway Gang Mower features make the big difference!

① Exclusive! Tension spring supplies 50-lb. downward pressure on rear roller. Prevents skipping and bobbing—eliminates double-cutting.

② Easier! Quick lift lever enables fast, simple pick up of units for transport. Reel clutch engages and disengages with the turn of a knob.

③ Faster! Bed knife adjusts in seconds—no tools needed. Hand knob also friction locks the adjustment.

④ Far less maintenance! Wheel gear housings require only one flood lubrication per season—rugged frame, heavy duty, machine cut gear transmission, completely sealed unit lubrication.

From the carpet-smooth cut of its reel right down to the unflinching performance of its double-sealed roller bearings, the Jacobsen-Worthington 30-inch Fairway Gang Mower means more mowing per day . . . far less down time . . . remarkably reduced maintenance costs. Your choice of 6 or 10-blade units. Phone your Jacobsen Turf Equipment Distributor for a demonstration or write today. For faster mowing of rough grass areas at lower costs per acre, ask to see the Jacobsen-Worthington Blitzler Gang Mower also.



Jacobsen Manufacturing Co., Dept. G-1, Racine, Wisconsin

Lou Strong re-elected to president's position

PGA Preoccupied with Money Worries at 46th Meeting

By **HERB GRAFFIS**

The PGA at its 46th annual meeting in Palm Beach Towers, Palm Beach, Nov. 23-30, struggled to untangle itself from a multitude of confusing details and keep pace with the growth of golf. That task wasn't tough enough so the delegates and officers had to worry about the problems of building new courses, a clubhouse and offices. In addition there were complexities of relieving unpaid officers of the burden of personally expensive and nerve-wrecking i-dotting and t-crossing jobs and, above all, the responsibility of letting the members know what is going on. That latter chore, neglected despite the PGA having highly competent publicity men, indicates the nature of the overhauling task the pro golf association delegates and officers see confronting them.

These things were accomplished at the meeting:

Re-election of president Lou Strong, Secretary Wally Mund and Treasurer George Hall.

Harold Sargent, PGA president 1958-60, was re-elected honorary president.

Vice presidents elected: Dist. 1, Tom Creavy; 2, Jack Mallon; 3, E. E. Johnson; 4, Frank Commisso; 5, Warren Orlick; 6, Dave Bonella; 7, Dick Forester; 8, Don Waryan; 9, Bud Oakley; and the newly formed Dist. 10, Jack Ryan, professional at Big Spring CC, Louisville, Ky.

Tom Mahan, Jr., Jack Mitchell and Don Fischesser retired as vice presidents. Their places were taken by Tom Creavy, Jack Mallon and Warren Orlick.

Although no specific statement of membership was released the PGA has about 5,000 members of all classes.

Income Over \$1 Million; Profit?

Income from all sources was slightly over \$1,000,000, mainly in the tournament field. The PGA championship cost \$140,000. Net from all sources for the

fiscal year 1962 was about \$140,000. General operations (other than tournaments) produced an income of approximately \$243,000, which slightly exceeded expenses.

There was no detailed financial statement such as the USGA makes public to its members and the press.

Initiation fee of new class A members was raised from \$25 to \$100. Dues for Class A were held at \$65 for the national body, plus the \$15 construction assessment which has two more years to run, plus sectional dues.

Assistant classification was changed from D to Class A, Junior, and dues were kept at \$30.

Hope for Courses Profit

No budgets were set for the PGA courses, clubhouse and office building in Palm Beach Garden. It is expected that the PGA expense of completing construction will be approximately \$1,250,000, of which the assessments for the building fund will provide \$250,000 and the rest will be borrowed.

Interest on the \$1 million borrowed and for clubhouse, course and office building operation will be handled by the PGA's normal revenue plus income from PGA members and guests at the clubhouse and courses, Lou Strong estimates.

Strong admits his view of the Palm Beach Garden financial prospect is optimistic. Others on the PGA executive committee do not agree. With the two courses and landscaping of the 470 acres calling for an annual maintenance expense of \$110,000 to \$120,000 and considerable competition from other attractive courses in the area, some executive committee members and delegates feel that the plant will operate at a decided loss at least for the first two or three years. Construction will start on the clubhouse in two months and the entire setup will be completed between Sept. 1 and Dec. 1.

A businesslike study of the situation will be made and construction and operating budgets will be compiled by a special committee by mid-year.

Named to Education Job

Don Waryan was appointed chairman of the PGA education committee, succeeding Don Fischesser. This committee has been progressing substantially with its major achievement being the establishment of the PGA Business schools. The schools operating along the pattern set by Emil Beck, have taken up some of the gap between the pro organization's educational

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with the going places price!**



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GOLF CART

Model 5600
with easy-pull
recoil start
Body extra **\$469⁰⁰** retail

Model 5740
with electric start
Body extra **\$560⁰⁰** retail

All Models Net F.O.B. Des Moines, Iowa

**NO FRILLS...
JUST LOTS OF GOOD
SOLID FUNCTION
A MAN GOES FOR!**

Par Pony sells itself out on the course with go-getter performance, going-places economy price! You sell one... your job is practically done. And why not, with top-of-the-line features to match golf carts costing twice as much!

Par Pony may not "outshine" other golf carts. There's hardly any extra chrome on it... just solid, specially welded tubular steel. That's what makes it last longer! Golfers go for Par Pony not for frills, but for function. They like the smooth, easy ride... the ease of getting on and off, and after those clubs. Its light weight is truly a green-keeper's dream.

Ask any golfer who owns one. He'll tell you that Par Pony will beat the pants off any other cart on the market when it comes to low, low operating cost, plus plenty of get-up-and-go performance.

Here are the 1963 Features that make it fact!

- Lightweight, only 295 pounds
- Powerful Kohler Golf Cart Gas Engine on Model 5740—Model 5600 has Briggs & Stratton engine
- New and Improved extra quiet performance
- Special front and rear spring suspension with deluxe foam cushions
- New quick-bag clamps
- One foot control for Stop and Go
- New seat-back carry-all compartment
- Beautiful metallic blue finish
- Extra wide-track tires, standard equipment
- 12-volt battery and generator with Model 5740

SELL THE GOLF CART THAT SELLS ITSELF. NO FRILLS... JUST PRACTICAL PRICE AND PLENTY OF PUNCH!

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Par Pony sounds great to me. Send me your "poop" sheet right away!

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Columbia Hails McLeod on 50th Anniversary

Fred McLeod, who moved into the pro shop at Columbia CC, Chevy Chase, Md., in 1912 and found the surroundings so congenial that he never gave a thought thereafter to leaving, was given a 50th anniversary testimonial dinner by the club on Dec. 1. More than 300 persons, several of whom contended with Fred for National Open, PGA and other championships, attended the affair which was held in the Chevy Chase clubhouse.

Joseph C. Dey, executive director of the USGA, was the master of ceremonies. During the proceedings he presented Fred an exact replica of the Open Championship trophy which the venerable Scot claimed in 1908 at the Myopia Hunt club. The trophy was presented in behalf of Columbia members.

Notable Guest List

The guest list at the dinner read like a page torn out of a golfing thesaurus. On hand to re-live some of the ancient combats they had with Fred were Jock Hutchison, W. H. (Bert) Way, Billy Burke, Chick Evans, Wiffy Cox, Al Houghton and Gene Sarazen. Long Jim Barnes was to have been among the guests but couldn't attend because of illness. Others at the dinner were Richard Leathers, Fred's only relative in the U.S. Jimmy Thomson, Harold Sargent, Fred Corcoran, George Bird, William E. Briggs, Emanuel Deitz, Irving E. Cantor, Winship I. Green and D'Arcy Nagan, McLeod's assistant at Columbia. J. Tyler Bowie was in charge



Fred McLeod talks over some of the almost forgotten matches with Jock Hutchison, Chick Evans, Billy Burke and Gene Sarazen.

of arrangements for the dinner.

The Columbia shopmaster came to the U.S. from North Berwick, Scotland, in 1900 to take the head pro job at Rockford (Ill.) CC. He left there to take a similar position at Midlothian, near Chicago, in 1906 and two years later went to the St. Louis CC. He stayed there four years before moving to Columbia.

Great Open Record

The record of Fred McLeod, who will be 80 in April, ranks with the best of those who have starred in the various National Opens. Besides winning the 1908 USGA event, Fred was the runnerup in 1921, finished third in 1914 and fourth in both 1910 and 1911. In both the 1910 and 1911 tournaments he was only one stroke behind the winner. His best showing in the PGA came in 1919 when he was runnerup to Jim Barnes.

PGA Meeting (Continued)

programs and those of golf course supts' national and regional associations at state schools, short courses monthly meetings and annual conferences and the Club Managers' Assn. regional short courses and the club and hotel management courses at several universities.

National Golf Day was set for May 25 and the Round of Champions will be played between Gary player, PGA champion and National Open champion Jack Nicklaus at Dallas Athletic Club CC, May 28.

Columbia Broadcasting System has renewed a contract with the PGA for televising the PGA championship. CBS will

pay \$75,000 a year. PGA is budgeting \$1,000 annually for the section in which the PGA championship will be held.

Revision of arrangements for televising tournaments, exhibitions and special programs involving PGA players was discussed, with a possible idea of working out a pro pension deal. As in numerous other PGA plans and operations, the legal phases are perplexing.

The Name of the PGA National Distributors organization was changed to PGA Golf Equipment Co.

Tournament entry fee was reduced from \$1.25 to \$1 per \$1,000 of prize money with a maximum entry fee of \$100.