

sonate provided 100% control with no evidence of turf injury. It is understood that this material will reach the retail market this season; it should be a very useful addition to our weapons against crabgrass if field trials are as successful as the preliminary experiments.

On Wednesday afternoon Tom Bowen of the Yahnundasis Club near Utica described his experiences in caring for 18 Piper velvet bent greens and improving fairway conditions to such an extent that reliance on an artificial watering system on fairways was unnecessary.

Tom cuts his greens at 3/16 in. seven days a week. He explained in detail why he chose his particular course of action in each difficulty. The results of the program were illustrated by a colored motion picture.

Al Radko, Northeastern Director for the USGA Green Section, led the lengthy discussion period. There was discussion and varied opinions as to the merits of rolling turf, and extensive comments on the merits of various liquid fertilizers. Wilting problems, fairy ring, and the need for published information on the compatibility of various chemicals were discussed.

In the athletic field section W. H. James, Supt., Building and Grounds, at the Ossining (N. Y.) public schools, described his experiences in developing turf for his school grounds and athletic fields. He presented a complete record of the expansion problems and how they were solved at Ossining. He emphasized particularly the necessity for doing a good job from the beginning.

Dr. Ralph Engel distributed copies of his booklet on athletic fields and discussed possible solutions to some of the most difficult problems in school grounds maintenance. He emphasized the point that schools should acquire enough land early in their development, for there are traffic limits beyond which no turf can be expected to survive. In the discussion period there was considerable interest in how much crown is needed in a football field, as well as the design for curbing necessary for a cinder track to surround the football field.

On Thursday morning George Swanson, Director of the Cornell Plantations and University Grounds, showed pictures of a large number of pieces of equipment and modifications of many of them for the particular maintenance problems on the University Campus.

After the colored film on soils "Making

the Most of a Miracle", Dr. John Cornman described turf observations made during his recent sabbatical leave in Florida. With Dr. Gene C. Nutter, now in charge of turf research in the state of Florida, a tour covered most of the types of turf and some of the new developments in turf management in Florida. Colored slides illustrated how handsome selected strains of *zoysia matrella* are at Christmas time in Miami lawns, and how successful some of the more forward superintendents are with better strains of Bermuda grass holding color without overseeding for winter play.

### HOW TO MAKE MOST OF SLACKS MARKET AT PRO SHOPS

By JACK LUST

In recent years men have become increasingly color conscious of wearing apparel and this trend is accented at the country clubs where the bright and care-free atmosphere prevails.

Much credit for recognizing and developing this style trend and marketing opportunities must be given to the wives of professionals. These women have been quick to sense sound styling and generally have color judgment considerably superior to that of men. It is my studied opinion that the wives of professionals at the smartest clubs have been a far greater factor in shrewdly guiding men's sports styles than is appreciated, even in the men's wear business.

I am sure we can thank these women for the now quite popular custom of men becoming slacks "collectors" and having frequent tasteful changes of golf attire rather than playing in the same well-worn outfits, as was the quite usual habit not many years back.

Often one hears the remark made that a golfer may not play like a professional but he dresses like one. That is a tribute to professionals' good taste in apparel which professionals have been wise to make discreetly apparent, though not glaring. It most certainly is important that the professional be the glass of fashion and the mold of form in sports apparel.

And this comment about "dressing like a pro" is psychologically beneficial to the golfer. When he looks smartly attired he is bound to feel better and, perhaps, play with a bit more confidence.

Selling slacks has become a substantial source of income at most first-class pro shops, whether the club is in a large metropolitan district or in a smaller city or town. And it now is certain that the golfer who buys slacks from the informed pro merchant at the smaller club can get

apparel that fits properly into the picture at the most exclusive metropolitan district club.

The slacks business has become a season-long source of income at the pro shop, and a year-around business if the club is situated in a 12-months golf zone.

There are some details of properly and profitably handling slacks business that I'd like to pass along to professionals from my own experience in selling slacks to pros before and since 1947 when I became associated with Squire Slacks, Inc., of New York. My experience parallels that of other salesmen of the organization we set up at Squire Slacks to serve pro shops on a nation-wide basis.

We help professionals to retail slacks efficiently and the first detail of that job is to get pros to order properly and in time to insure desired delivery.

The main principles in successfully conducting slacks business at a pro shop are:

1. Buy a properly balanced size scale in your basic stock order; that is the right sizes in the right colors. In general you will find it advisable to order your larger sizes (40, 42, 44) in more conservative shades while you will want your new

and bolder colors in the most popular sizes (34, 36 and 38).

2. Buy heavy in the most popular sizes which are 34, 36 and 38 (taken on a nationwide average). I would propose the following scale on an initial order of 12 pairs: 1—32, 1—33, 3—34, 4—36, 2—38, 1—40.

Because of the limited demand for sizes 29, 30, 31, 42, and 44 I would delete these sizes from such a small initial order as they can be reordered for specific customers at a later date. However, if you are in a position to place a larger initial order, I would include all sizes in a proper balanced proportion.

3. Keep in mind that you are buying for your prospective customers; therefore, do not buy what you like personally, but **buy what you can sell**. Your personal taste may be excellent, but either too expensive, too conservative or too extreme for your members.

4. Considering the fact that the bulk of your sales is for slacks to be worn on the course, it is advisable to concentrate on summer weight fabrics which sell throughout the golfing season. The half-belt model appears to be a favorite among golfers. However, a limited quantity of medium weight wool flannels and wool gabardines in smart shades can be sold all year round. Sample stock with catalogue of these fabrics will cover this need. During the hot spells, tailored Bermuda shorts (knee lengths) are easy sellers.

5. Keep one or two tape measures (preferably with crotch piece extension) handy at all times. Check them once in a while against a yardstick to make sure they have not shrunk or stretched; otherwise all your measurements will be off. Most men know their waist measurement but some still go by wishful thinking . . . so don't take their word; measure them. An accurate measurement is obtained at the waist on top of the shirt and NOT on top of the trousers your customer is wearing as in the latter case you may be as much as two inches off.

6. To obtain proper inseam length measurement before cuffs are put on, have your customer adjust his trousers to where he normally wears them (in most cases slightly above the hip line). Then either of the following methods will do (check with your local tailor which he prefers):

- (a) Measure inseam from crotch to 1 in. above the base of the heel and insert straight pin across.

- (b) Or measure outerseam (from top of waistband) to 1 in. above the base of the heel and insert straight pin across.

- (c) Or have your customer try on the new slacks, fold at length desired and insert straight pin across.

If you have an active clientele, you will



### CELEBRATE 33 YEARS OF ADVICE

Gene Sarazen gets from Wilson Pres. Fred J. Bowman a plaque signifying Gene's 33 years on the Wilson advisory staff. Fred made the presentation after the dedication of the Sarazen Bridge at the Augusta (Ga.) National GC.

Gene said it was a very happy event for him because he's always been nicely paid for the advice he's given his Wilson team-mates but hasn't got a cent for a lot of other valuable advice he freely gave to other guys who merely said "yeah?"

find it helpful to make up an index file and keep a record of the waist and length measurement of each customer and you will eliminate all extra handling on re-orders. This index will come in mighty handy if your member's wife wants to pick out a few extra pairs and surprise her husband on some special occasion!

7. Bearing in mind that presentation is half of the sale, we suggest a proper display in keeping with the size of your shop. Your customer will want to feel the materials and see the colors whenever possible. Display slacks instead of catalogues. Most manufacturers will gladly help you secure a good display rack. The revolving type slack rack seems a most practical and effective way to display slacks.

Remember that you are a style-setter every time that you step up to the first tee wearing a new color or a new fabric. Your members are the best "walking advertisements" for your pro shop every time you sell them fine golf or dress slacks. In many cases, they will draw additional business from outside.

### **Ravisloe, Chicago, Host to Amputee Tournament**

Ravisloe CC at Homewood, Ill., Chicago southern suburb, is to be host to the annual tournament of Possibilities Unlimited, a golfing organization of fellows who have lost limbs in military or other action. The tournament will be played July 18-19.

This is the fifth annual championship of Possibilities Unlimited. The field consists of about 90 players and some of the contestants are astonishingly good players.

Ravisloe, one of the pioneer clubs of the Chicago district, has a fine course and splendid facilities, and a grand assembly of fellows as members. Charles Eckstein, treas., Chicago District GA, also is a Ravisloe official.

Dale Bourisseau, CSI Sales Co., Solon Center Bldg., Solon, O., is head of the golf committee of Possibilities Unlimited.

### **PGA Annual Meeting To Be At Atlantic City, Dec. 3-10**

**C**AMPAIGN of Philadelphia dist. PGA, spearheaded by Leo Fraser, to have 1955 national meeting of PGA held at Atlantic City, N. J., has succeeded. PGA announces the meeting will be held there Dec. 3-10.

One reason the Atlantic City bid was offered and accepted was confidence that pros from New York Met, Philadelphia and other adjacent areas would attend

PGA educational conferences in large numbers.

PGA has built up these educational sessions, open to all members, so they're highly valuable business training, and pro golf's counterpart of the superintendents' short courses at various colleges and the GCSA annual educational conference, all of which have been tremendously valuable to golf and to the superintendents.

PGA officials and other thoughtful pros have deplored small attendance at the annual meeting educational sessions.

### **Triangle Round Robin At Grossinger's, June 14-18**

The third annual Triangle Round Robin for professional women golfers will be held this year at Grossinger's CC, Grossinger, N. Y., June 14-18.

Sponsored by Triangle Conduit & Cable Co., Inc., New Brunswick, N. J. this tournament attracts all the top women pros. Patty Berg, who won last year's tournament at the Homestead, Virginia Hot Springs, will defend her title.

Last year Patty won plus points from 14 out of 15 of her opponents with her five round scores of 73-75-76-76-72 for the top prize of \$1,500.

John E. McAuliffe, President of Triangle, is the prime mover behind this annual tournament, one of the top prize money events for women pros during the year. All gate receipts at Grossinger's will be donated to charity.

Triangle, besides manufacturing wire, cable and conduit, also makes plastic pipe extensively used at golf courses.

### **Western GA Issues New Caddy Master Manual**

Western Golf Assn., Golf, Ill., has published a Caddy Master Manual as a companion book to its revised Caddy Committee Guide.

The Caddy Master book is the only comprehensive job that has been published about recruiting, training, supervising and correctly handling all other details of caddy enlistment, compensation and management.

The book resulted from the caddy masters' forum that the WGA conducted in 1953 and which was attended by successful caddymasters at more than 50 clubs. It is available to Western Golf Assn. member clubs, and in some other cases under special arrangement. Details may be secured from Milt Woodard, WGA sec.