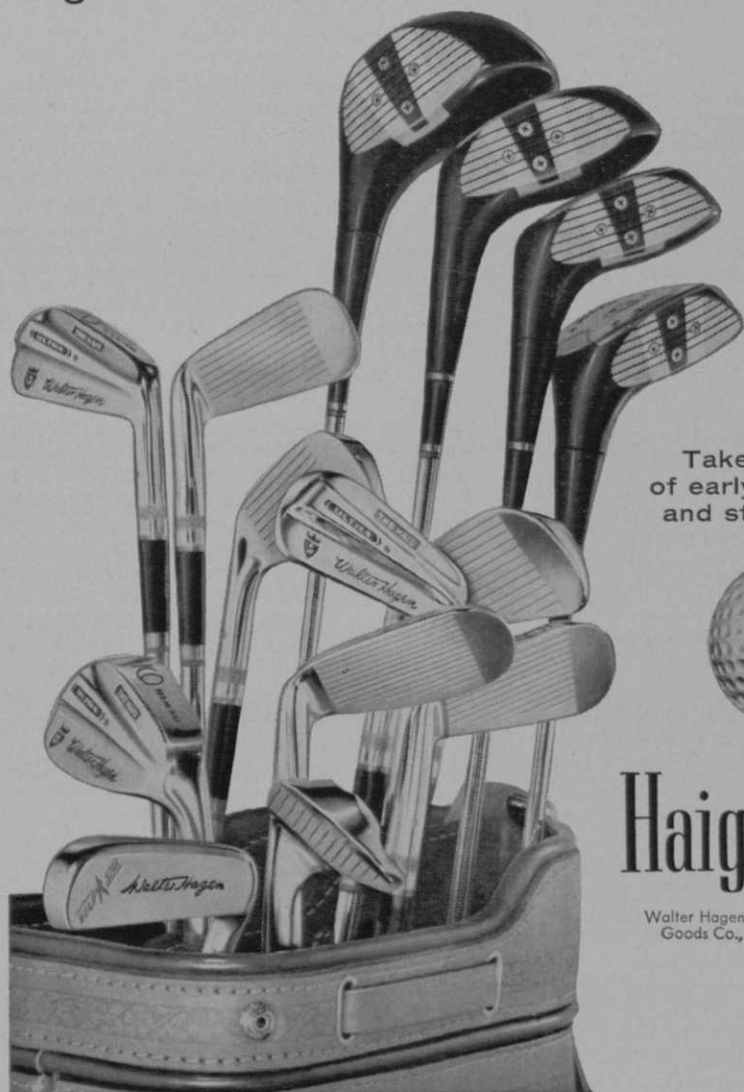




Blythefield Country Club
Grand Rapids, Michigan

Fine clubs like these are always
in great demand



Take advantage
of early spring sales
and stock up now!



Haig  **Ultra**
GOLF EQUIPMENT

Walter Hagen, Division of Wilson Sporting
Goods Co., Grand Rapids 2, Michigan

proved most valuable, and produced many excellent suggestions for better crowd control.

From many complimentary comments on the stewarding on the two Match Days, it would seem that this noble band of volunteers did a splendid job. We, at Wentworth, are most grateful to the 1,100 stalwarts who worked so efficiently, that the Wentworth Flying Squad—the mobile reserve—was hardly called into action at all until sent to assist at the historic incidents at the 18th hole on the last day.

To go back to the early part of the year, preparations were made covering a wide field of activities. Police and catering arrangements, ticket selling at the entrances, ingress and egress facilities for the resident on the Estate, television and sound broadcasting, roping of the entire West Course with the thin red line, privileges for Members and their guests—erection of stands, these and a host of other items all needed attention and careful preparation.

As the months passed, the tempo quickened and for the three months just prior to the match it was a case of Ryder Cup priority for virtually every item. In fact, the last four weeks were hectic indeed. Day by day, lorry after lorry brought in cargoes of tubular scaffolding and boards for the many stands, marquees and tents for snack bars, first aid posts, lavatories and cloak rooms, etc., etc. Television engineers swarmed around the 7th Green and 8th Tee burying almost a mile of cable and even a greater distance of overhead telephone wires. Post Office engineers joined in the general jamboree, while walkie talkie experts carried out extensive tests to ensure efficient communication from all parts of the Course to the score board near the Club House.

By the 21st of September, all seemed to be going according to plan. The schedule was up-to-date and if anything, we were ahead of time. Needless to say the crises appeared. And they were what our American friends would describe as "really something." It would be unfair to publish the full details, but to get the ship back on to an even keel took a deal of doing. Most desperate measures were taken in the twinkling of an eye. Gangs of men were summoned to our aid and they worked for three days at the maximum pressure.

The second crisis occurred only four days before the opening of Ryder Cup week and necessitated a hastily sum-

moned Board Meeting in London at which big and drastic action was taken.

However the dark clouds passed over, the sun came out and by the morning of the first Practice Day we were ready and itching to begin.

What happened from the opening day until the final thrills on Saturday evening is now known to all who were here, and to thousands who viewed on T.V. and read the papers.

Not for four years shall we see another Ryder Cup match in this island. We wonder who will have the honor of staging it. It is mighty hard work but a lot of fun. Lastly, may a word of admiration be recorded. The sportsmanship shown by the two teams can surely never have been finer. The Americans, players and officials alike, were charming people to entertain. We hope we looked after them satisfactorily. We were sorry to say farewell to them.

Some Ryder Cup Statistics

(a) 12 miles of thin red sisal twine was used to rope off the fairways round the Course.

(b) 2,800 stakes carried the twine.

(c) Ascot Race Course Staff carried out the sale of tickets at eight entrances to the Estate.

(d) The Mobile Bank, provided by the National Provincial Bank (Egham Branch) received 568 callers during the match, handled all the gate and car park monies, together with the shops' monies from the stores trading at Tom Haliburton's shop and all the catering establishments.

(e) The Wentworth Secretary swallowed 24 sleeping pills between the 21st September and the 2nd October.

(f) The Dunlop Co. Ltd. provided (gratis) the many directional sign posts and boards used on the Course and in the car parks.

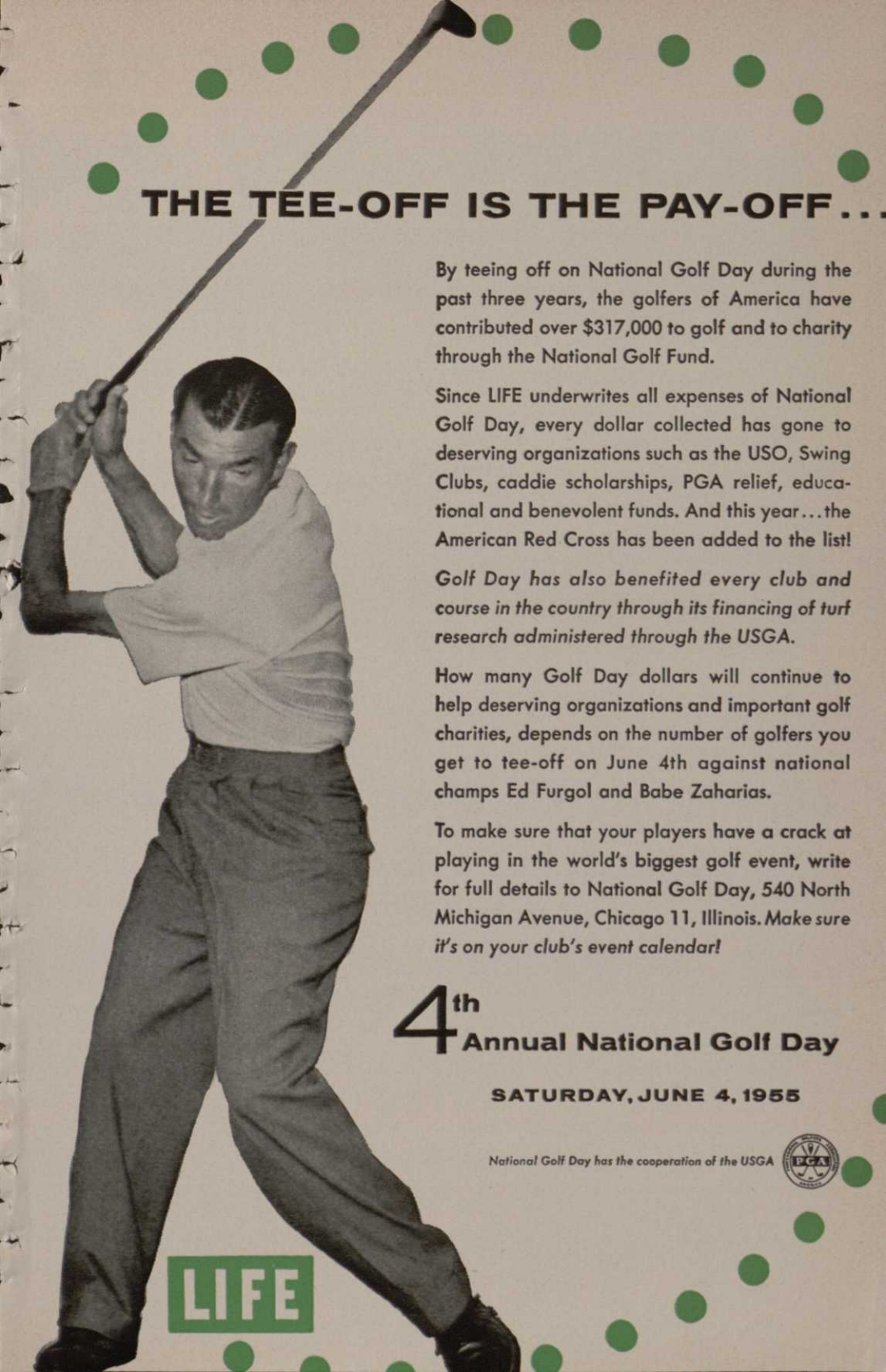
(g) Litter left behind after the match was well up to Test Match standards.

(h) The American Team occupied the Ladies Dressing Room for the whole week. The Ladies used other quarters!

(i) A set of false teeth in an empty match box was found by a Steward on the 16th Hole.

(j) The four Ice Cream Bombes served at the Banquet in the club after the match were so frozen that they had to be attacked with venom and a meat chopper by the Wentworth Chef. Vive les Belges.

(k) The profits on Bar Sales were not—as has been quoted—£9,999 19s. 9d. They were in fact £10,000 exactly!!!



THE TEE-OFF IS THE PAY-OFF...

By teeing off on National Golf Day during the past three years, the golfers of America have contributed over \$317,000 to golf and to charity through the National Golf Fund.

Since LIFE underwrites all expenses of National Golf Day, every dollar collected has gone to deserving organizations such as the USO, Swing Clubs, caddie scholarships, PGA relief, educational and benevolent funds. And this year... the American Red Cross has been added to the list!

Golf Day has also benefited every club and course in the country through its financing of turf research administered through the USGA.

How many Golf Day dollars will continue to help deserving organizations and important golf charities, depends on the number of golfers you get to tee-off on June 4th against national champs Ed Furgol and Babe Zaharias.

To make sure that your players have a crack at playing in the world's biggest golf event, write for full details to National Golf Day, 540 North Michigan Avenue, Chicago 11, Illinois. *Make sure it's on your club's event calendar!*

4th Annual National Golf Day

SATURDAY, JUNE 4, 1955

National Golf Day has the cooperation of the USGA



LIFE



Display cases in Al Zimmerman's shop at Paradise Valley CC are glass enclosed to keep merchandise dust free. Note angle of shelves in wall cases back of Al's wife, Barbara, bringing into full view all apparel items on display.

Zimmerman's Shop Shows Best Ideas He's Gathered

By DEAN SMITH

No wonder visiting pros look with envy at the brisk business conducted every day in Al Zimmerman's pro shop at Paradise Valley CC near Phoenix, Ariz.

The Paradise Valley shop represents a distillation of Zimmerman's ideas on golf shop operation, collected through nearly a quarter century of studying the best features of shops around the country.

Zimmerman had an ideal opportunity to put his ideas into practical operation when he took over as pro of the million dollar Paradise Valley club when it was launched in 1954. Instead of making over someone else's shop, Zimmerman was able to start from scratch. The shop design, fixtures, merchandise—all—were his to install.

Moreover, his is the wealthiest and most exclusive club in Arizona. His clientele wants and can afford the best. To make the situation even better, a large number of the Paradise Valley members were taking up golf for the first time and had to be outfitted from shoes to caps.

Zimmerman outlines his shop ideas as follows:

1. Place two entrances in such a way as to encourage traffic through the shop. This steps up sales by exposing prospective customers to the merchandise on sale. Zimmerman's shop has entrances on the north and south sides and most members pass through both on their way to the first tee.



Zimmerman favors display of golf clubs in groupings rather than straight rows. This corner of his shop shows effective and attractive method of this type of display. Note cap tree in center, a practical, and colorful self-service fixture.

2. Change displays around at least twice a week. "People get tired of seeing the same old displays—golf clubs here, shirts here, caps there," Zimmerman explains. "A change in arrangement creates the impression that new and fresh merchandise is arriving almost daily. It encourages our members to inspect things."

3. Hire only personable assistants who make a good appearance. Zimmerman calls Stan Graff, Kenny Kier, and Einar Allen, who do most of the contact work with members, as fine a staff as he has ever seen. Zimmerman's wife Barbara also is a big help, especially in serving the feminine customers.

Assistants Model Apparel

4. Dress shop salesmen in the best apparel you sell. A young, good-looking salesman shows off slacks, shirts, sweaters, and other golf attire to the best possible advantage. The customer naturally pictures himself looking the same way in this apparel.

5. Key your merchandise buying to the financial level of most of your members. Keep stocks complete, since a golf shop

customer seldom will wait until a missing item is ordered.

Like the rest of Paradise Valley CC, Zimmerman's pro shop is all new. Walls both inside and out are finished in natural wood—redwood with a sage green glaze—and liberal use is made of glass throughout. The entire south wall of the pro shop is glass, and the result is a cheerily lighted shop.

The display room, 30 ft. by 30 ft., incorporates many good ideas of merchandise display. Golf clubs are featured along the east wall, grouped in sets of irons and woods, with each set displayed individually on irregularly designed shelves projecting at various heights. Zimmerman feels that prospective customers get a better impression when clubs are displayed in logical group units rather than in long rows.

One of the novel features of the shop is the cap tree. It's a many-branched tree right off the desert, planted in a sand-filled base that also sports a cactus garden. The caps, all the most wildly colorful ones, are hung from the various branches,

On hard-played public

“Disease is no match heavy traffic,

say these



George Dalman,

*Superintendent, Cog-Hill Golf Club,
Lemont, Illinois*

“The reason I use ‘Tersan’ is because it does the job . . . and that’s what we want. Something that will settle the problems of the superintendents and do it thoroughly.

“I have an especially tough problem here because the course is open all winter. By using ‘Tersan’ through the winter we haven’t seen a sign of snow mold.

“Because we use our greens the year round and just can’t afford disease, we use ‘Tersan’ at regular intervals as a preventative. Our troubles are held to an absolute minimum.”



Norman Kramer,

*Superintendent, Silver Lake Golf Club,
Orland Park, Ill.*

“We know ‘Tersan’ is best for control of dollar spot and brown spot . . . that’s one reason we are going into the fourth consecutive season of exclusive use of ‘Tersan.’

“I remember a bad attack of dollar spot. We sprayed all night with ‘Tersan’ and there has never been any doubt in my mind but that it saved the green.

“When anybody asks my advice on ‘Tersan,’ I say, ‘Don’t be afraid to experiment with it . . . it’s almost impossible to burn a green with ‘Tersan.’”

courses around Chicago...

for Tersan®... despite muggy weather,"

superintendents

Amos Lapp,

*Superintendent, St. Andrews Golf Club,
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"With experienced help so difficult to obtain, the fact that 'Tersan' can be handled by a person with a minimum of greenskeeping knowledge is very reassuring. It's a relief to know there's no danger of 'burning out a green.'

"I've been using 'Tersan' for nine years. I know nothing more effective for control of dollar spot and brown spot. When first signs appear, we get on the job with 'Tersan' and the trouble is over, then and there. What's more, snow mold is no longer a problem... nothing controls it as well as 'Tersan.'"



"Tersan" not only controls diseases, but keeps the color in your greens. No yellowing or burning. Give "Tersan" the toughest test you can find on your course. It will soon become a stand-by, the most valuable chemical aid to greenskeeping you can buy. Get the handy three-lb. package, right now. If you prefer a combination of "Tersan" and a mercurial fungicide, add Special "Semesan" to your sprays. And, Du Pont Soluble Plant Food can also be added to feed grass at the same time. It's packed in 50-lb. bags, especially for golf courses.

On all chemicals always follow directions for application. Where warning or caution statements are given, read them carefully.



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from your golf supply dealer

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

and the result is jaunty and distinctly western.

The indirect lighting in the eye-level glass cases behind the main counter does a great selling job. In these cases Zimmerman has some of his finest sweaters, caps, shirts, and shoes. Anyone approaching the main counter, which includes the cash register and guest sign-in book, finds himself looking directly at these lighted cases as long as he is at the counter.

Display on An "Island"

A merchandise island displays more shirts and shoes, as well as several small specialty items. Slacks are shown on a rack near the north wall. Golf bags are displayed from pegs at varying heights on the north wall.

Thus all four walls draw the customer's interest: Lighted merchandise cases on the west, bags on the north, clubs on the east, and an unobstructed view of the course and mountains through the glassed south wall.

The 20 x 24 ft. storage and club repair room adjoins the pro shop on the west. Zimmerman has storage room for 260 bags, and most of the slots are filled throughout the winter season.

Allen and Charles Wray operate the storage and repair section. Graff and Kier divide their time between the shop and teaching.

Zimmerman, who was pro at Alderwood CC in Portland, Ore., for 19 years, retired several years ago but found he couldn't be entirely happy away from a golf shop. After spending three years on the tournament tour—and studying the best shops along the way—he signed with the Paradise CC management in 1954.

He leaves early in the summer each year and spends four months playing tournament golf and vacationing in the Northwest. But the shop stays open all summer, under the management of Graff.

Wife's Help Invaluable

Zimmerman credits his wife for much of the success of the Paradise Valley shop. She loves the merchandising side of the operation, studies new merchandise offerings, and goes with Al on buying trips. She spends several hours a day waiting on customers, and her warm and friendly manner has won her a big following among the Paradise members.

One final touch helps insure customer satisfaction. Zimmerman has set up an incentive plan for his assistants which includes a salary, half of all lesson fees, and a percentage of the gross merchan-

dise sales receipts. Paradise Valley assistants make between \$400 and \$600 per month in the winter season under this plan.

"I have a good team," Zimmerman says. "I believe they should share in the profits, and such an incentive plan as this not only helps the boys but it increases overall business."

Youngner Joins UCLA Turf Research Staff



Dr. Victor B. Youngner recently joined the staff of the Department of Floriculture and Ornamental Horticulture at University of California, Los Angeles, where he will conduct a program of research in turfgrass management and breeding. Dr. Youngner received his doctoral degree at the University of Minnesota. His training was in the fields of genetics, plant breeding, horticulture and agronomy. During the past three years he was with the Ferry-Morse Seed Co. at Salinas, Calif. Dr. Youngner is married, has two children.

The experimental work in the culture and breeding of turfgrasses was established in 1948 on the Los Angeles Campus by privately donated funds from various local groups interested in this field. In recent years this project has attained Experiment Station status and support. Associated with Dr. Youngner in this work will be C. Gordon Wyckoff, Senior Laboratory Technician, and Arne Hovin, Research Assistant.

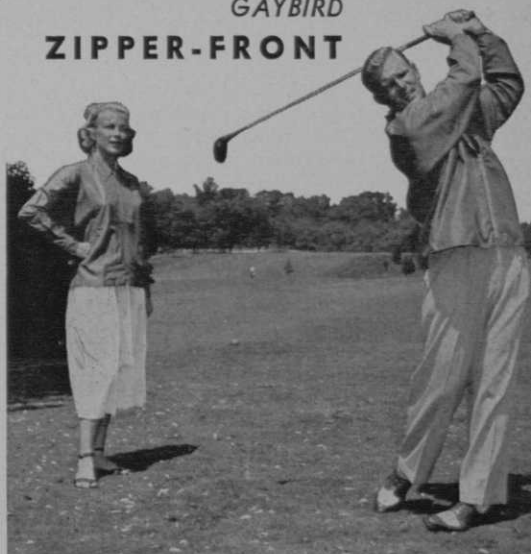
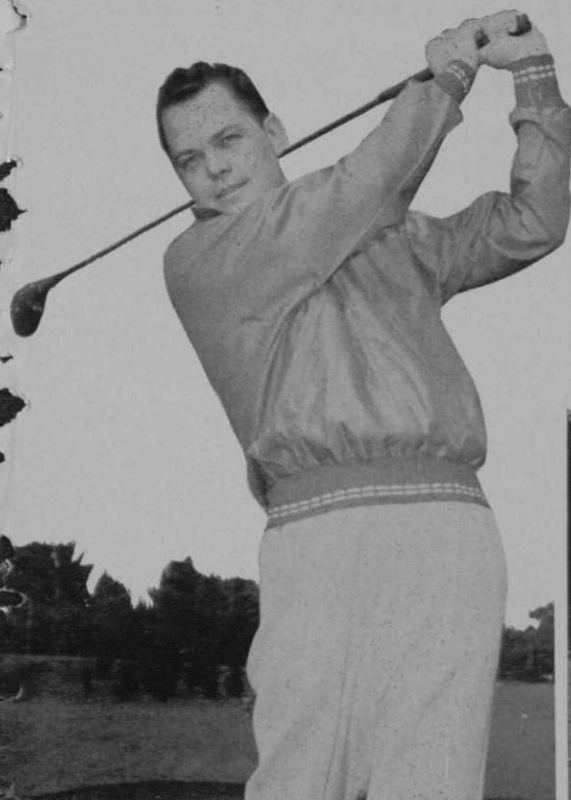
Extensive experimental plots of turfgrasses have been maintained on the campus. In addition to the studies on breeding and turfgrass ecology and maintenance, other departments in the College of Agriculture have cooperated in the operation of a comprehensive, well-rounded research program. The Department of Entomology has made studies on control of sod webworm and other pests. The Department of Irrigation and Soils has studied soil structure and compaction, fertilization, and watering. Disease control measures have been worked out and tested by the Department of Plant Pathology.

Gaybirds move fast in spring . . .

Two "stoppers" in pro shop jacket values — both are "toppers" in spring profits.

GAYBIRD PULLOVER

GAYBIRD ZIPPER-FRONT



Jacket sales spring into action when you show them GAYBIRDS

and their Free-For-All features

The New PULLOVER

is a standout in styling, comfort and materials. In price too — with zipper neck, knitted bottom and cuffs and the easy swinging freedom golfers go for. In ACETATE to retail at \$8.75 Red, Tan, Blue; in NYLON to retail at \$10.75 fully water-repellent fast color Red, Tan, Blue, White.

MEN'S SIZES — Small, Medium, Medium Large; Large and X-Large

LADIES' SIZES — Small, Medium and Large

The ZIPPER-FRONT

Most of you know the popularity of this jacket from your own selling success with it. Full zipper front and all the smartness, freedom and golfing comfort you can get into a jacket. Top grade Acetate — Red, Green, Blue, Tan, Maroon and Gold — to retail at \$10.95.

ORDER NOW — BE READY!

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NEW YORK 16, N. Y.

Arsenic Control of Poa Annua Points to Fertilizing Study

By W. H. DANIEL

Turf Specialist, Purdue University Agronomy Dept.
(At GCSA convention)

ONE OF THE major problems in the maintenance of fine turf for putting greens, fairways, lawns and athletic fields is the potential infestation with poa annua.

We see it most obviously on the putting greens in fall and spring periods when the bentgrass grows more slowly and the poa annua, because of its cool season nature, grows very rapidly and produces seedheads regardless of the height of cut. Many people have observed that vigorous growing grasses could reduce infestations of the poa annua seedlings and that good maintenance which maintained a thick cover of competitive turf was a good poa annua control.

However, many of the practices of utilizing and maintaining turf provide openings which may permit an infestation of young seedlings during at least six months of the year in the midwest.

Poa annua is a so-called annual because it can germinate and produce a seed crop in as little as two months under ideal conditions. It does not have to develop the reserves and rhizomes that Kentucky bluegrass does before seed formation. However, poa annua may live for several years, as observed around golf greens and on fairways, until either wilting or disease kills the plant. When these disasters come and the turf is lost, openings are left for crabgrass, clover, or later poa annua infestations.

Before the introduction of new insecticides, many superintendents used repeated applications of arsenate of lead as an insect control. In 1940 ninety million pounds of lead arsenate was used in the United States. In 1953 this had been cut to eighteen million pounds. About 1944 many superintendents began using chlordane and other insecticides. In 1950 they wondered if it was not the arsenic they had been using which had reduced weedy grass infestations, including poa annua and crabgrass. Several golf course superintendents who continued to use lead ar-

senate regularly report little infestation of poa annua.

Experiments Started in 1951

We started a series on the No. 6 fairway of the Lafayette (Ind.) CC in September 1951 using many chemicals, including lead arsenate at 30 lbs. per 1,000 sq. ft. On November 1, two months later, the poa annua in the area given the lead arsenate topdressing showed reduced growth, shortened root system and very little vigor.

That winter in the greenhouse, two 4 in. bentgrass plugs were placed in each of 32 flats of soil which were overseeded to poa annua. Three days later Chloro-IPC was used at 0— $\frac{1}{4}$ — $\frac{1}{2}$ —1 gal. per acre. All applications of Chloro-IPC gave good poa annua control.

However, the $\frac{1}{2}$ and 1 gal. per acre caused the bentgrass to stop growth for as long as two months. Therefore, it is not recommended for seedling growth control in established turf. Likewise, Dinitrophenol was applied at .05—.1—.2 gal. per acre with the higher rate giving control. However, Dinitros are definitely foliar burning materials and the superintendent would need to be very careful to avoid foliar burn to his existing grasses; therefore, Dinitros are not recommended for poa annua control selectively.

Meanwhile, in May 1952 the lead arsenate applied the previous September on fairway turf again showing definite poa annua weakening so that it was not competitive with the bluegrasses.

The following fall we established an additional series of poa annua controls on the same fairway and on the practice green of the Lafayette CC. We did not observe any control on the practice green where soil tests showed there were very high phosphorous accumulations.

In 1953 a second application was made to the putting green and since that time phosphorous applications have been cut considerably. A reduction in poa annua