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for
**BETTER
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bands and their children, at the pro shops because the women know values in this sort of merchandise. But the women don't know values in golf equipment so quite a percentage of them will buy anywhere that they can get equipment cheap, regardless of the type of equipment it is.

Gradually the professionals are correcting this condition in women's golf business, often with the great help of women's golf committee members, and probably more frequently by open sets or more of a price range.

But there remains an educational need in this women's golf equipment buying that calls for the attention of club officials.

Course Building Increases, Neer Added to NGF Staff

The National Golf Foundation, in gearing up for an expanded golf course development program for 1955, announced the appointment of Don Neer as field representative, beginning May 1.

More than twice as many golf courses were opened for play in the U. S. in 1954 than in the previous year, according to the Foundation report presented at the annual meeting in New York City, April 20. The report stated that 126 new courses were opened in 1954, compared with 52 in 1953.

Golf courses under construction as of December 31, 1954, totaled 259; an increase of 137% over the 109 courses under construction at the end of 1953.

Courses in the planning stage increased 68%, from 225 to 378 in the same period. Foundation records now show more than 400 courses in some stage of planning.

Neer's appointment as field representative gives the Foundation three field men for the purpose of personally following up the growing number of inquiries from all over the country by groups and individuals interested in planning and building new golf facilities. Other field representatives are Verne Wickham, of Los Angeles, who joined the Golf Foundation on March 1 this year, and Dan Sheehan, with the Foundation since early in 1953.

Neer, 36, former national sports chairman for the United States Junior Chamber of Commerce, brings a wealth of experience and training in community sports and recreation promotion activity to his new job which will consist of assisting groups and individuals in planning and promoting new golf facilities all over the country.

As sports and recreation director for

the United States Junior Chamber of Commerce, Don Neer built the Jaycees National Junior Golf Tournament into the biggest event of its kind in the world with more than 25,000 entries annually. Last fall he organized and managed America's leading junior golf champions in a goodwill tour of Europe with outstanding success.

Neer had ten years of municipal recreation experience as superintendent of recreation in Zanesville, Ohio and in St. Cloud, Minnesota, and four years in the capacity of recreation specialist as a navy officer during the war. He graduated from the University of Minnesota with a bachelor's degree in Recreational Leadership, adding to this a master's degree in Physical Education in 1946.

Neer's practical experience includes the planning and construction of all types of recreation facilities, planning and staging of major tournaments and programs in many sports, along with actual radio, newspaper and magazine sports reporting. He is an active member of the National Recreation Association, the American Institute of Park Executives and the American Association for Health, Physical Education and Recreation.

Wilson Leaves Green Section, Bengeyfield Now in West

The USGA announces with regret the resignation of Charles G. Wilson as Western Director of the USGA Green Section. Wilson will leave the Green Section June 30 and go with the Milwaukee Sewerage Commission as agronomist.

Charley amply deserves the "grand job" rating for his work in getting the Green Section solidly established as a valuable service organization on the Pacific slope. He will be succeeded by Wm. H. Bengeyfield, Green Section agronomist who is transferring from Beltsville, Md. Bengeyfield now is working with Wilson, prior to taking over.

Bengeyfield graduated from Cornell university college of agriculture and was Asst. County Agent in Westchester County, N.Y. prior to joining the Green Section last fall. During World War II he was an Air Force navigator.

About July 1 the USGA Green Section's Western office will move to 1709 W. 8th st., Los Angeles 17, Calif., the new quarters being made available by the Southern California GA which has its headquarters at that address.

Announcing the new

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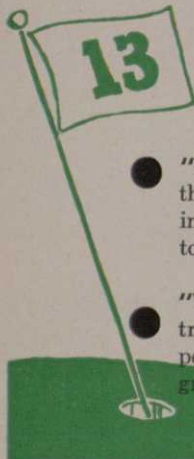
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Here's what users say about AMAZING NEW V-C 13 NEMACIDE!

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● **"Results with V-C 13** show marked contrast to untreated grass."

● **"V-C 13 treatment** produced healthier, stronger, greener grass."

● **"We are pleased and surprised** by the results of the V-C 13 treatment for nematodes. We need about 25 to 50 gallons more."



V-C 13

NEMACIDE

Now it's easy to get practical, long-lasting control of destructive nematodes in growing turf. One simple treatment with V-C 13 Nemacide kills nematodes in the soil and on the grass roots. Nematodes are tiny, thread-like worms that attack plant roots and stunt or ruin growth. Fertilizer, water, fungicides and good care are wasted when nematodes wreck grass roots. Tufted, stunted, yellow grass with weak, sparse roots are signs of nematodes. Kill them with V-C 13.

To destroy nematodes in established greens, just spray or sprinkle easy-mixing emulsion of V-C 13 and water on the turf, then soak it in with additional water. For new, young grass seedings, use V-C 13 at half strength as described on the label. Save your grass from nematodes, and save yourself extra time, labor and materials while you make your greens grow greener! Do it now!



V-C 13

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Now available in two handy sizes: 1-gallon jug (10 pounds); 5-gallon drum (50 pounds). Each gallon treats 1600 square feet of grass.

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Cornell Conference Answers Many Turf Problems

By JOHN F. CORNMAN

THE eighth annual Cornell Turf Conference was attended by 135.

After registration at Statler Hall on the Cornell Campus, Dr. Jesse A. DeFrance of the University of Rhode Island described the results of planting uniform plugs of Meyer zoysia in established plots of a variety of bent grasses, bluegrasses, fescues, and others. Meyer zoysia spread very little in the better bents and bluegrasses but in the red fescues the zoysia was able to spread much faster because of less competition during the active growing season for the zoysias.

Dr. Michael Peech of the Cornell Agronomy Department described in some detail the methods and purposes of quick-testing of soils. During the discussion period it was brought out that in usual quick tests for nitrate nitrogen, the nitrogen from such new sources as urea and calcium cyanamide do not appear. Arsenic gives the same test as phosphorous, so for an area that has been treated with lead arsenate the test for phosphorous is not accurate. While it is possible to separate these two elements, the procedure is lengthy and expensive.

After lunch Dr. Harold E. Gray of the Cornell Agricultural Engineering Department described the exact procedures necessary to lay out simple drainage lines. He supplemented the talk with exhibits of various types of drainage tiles and pipes and discussed their relative merits. His talk was more specific than the good general discussion in Cornell Extension Bulletin 875 "Farm Drainage", which was distributed to the audience. Additional copies of this bulletin are available upon request. Through the courtesy of Warren Laffin the group saw the new film on Merion bluegrass made by the Merion Bluegrass Assn. The annual meeting of the New York State Turf Association followed.

Weed Control Reported

On Wednesday morning Dr. Ralph Engel of Rutgers University described a wide variety of experimental work being conducted at that institution. Of particular interest was his description of excellent

success in controlling goosegrass or silver crab with the experimental chemical SESIN 30E. Two successive treatments on putting green turf beginning in June gave 85 per cent control without evidence of any turf injury. While the control was not perfect, it reduced the problem to where hand weeding was again practical.

James McFaul, Associate County Agent in Nassau County, described a variety of turf trials in suburban Long Island. His work with calcium cyanamid for seedbed sterilization has continued to be successful (as described in the New York State Turf Association Bulletin). The very heavy natural rainfall in the autumn of 1954 demonstrated that too much water will reduce the effectiveness of the cyanamid application although, except for some regrowth of clumps of ryegrass, the heavy rains did not diminish the weed killing activities to a serious degree.

Dr. John Cornman described briefly the experimental work with clover control on fairways and putting greens recently concluded by John Jagschitz. The ethyl ester form of 2,4,5-T has continued to give the best control of clover in fairways when used at the rate of one pound acid equivalent per acre. In these experiments the ester form has always been as good and often better than the amine form. A large number of compounds related to 2,4,5-T and 2,4-D have been tested in a preliminary way and none of them has been nearly so successful as the 2,4,5-T ester.

On putting greens, results have been variable. Injury to the turf has occurred in some instances and considerably more caution was suggested in applying 2,4,5-T to putting greens. *Veronica filiformis*, increasingly troublesome in New York lawns, is not controlled satisfactorily with any of the chemicals now widely available.

Endothol has given much the best results, but this is not now marketed in quantities suitable for home use.

Attention was drawn to the interesting work by Gallagher and Emerson in controlling crabgrass late in the season. Three applications of disodium methyl ar-

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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



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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?"