studious and so eager to work at the game they get pretty good ‘synthetic' swings.”


Lakeview CC, Morgantown, W. Va., planted the first Crown Vetch in West Virginia in 1954, and reports that the grass has been highly effective in preventing erosion on a parking lot bank. Lakeview got between 300 and 350 of the plants from Fred Grau and got almost 85 per cent catch.

Pro is the Hero of New Mac Divot Comic Strip

A NEW comic strip, drawn by Mel Keefer and with continuity written by Jordan Lansky, a golf enthusiast, is being syndicated to newspapers on a six days a week schedule by the Chicago Tribune-Daily News Syndicate.

It begins April 18 in 24 papers.
The chief characters are Malcolm (Mac) MacDivot, pro at Rolling Knolls GC, his son Sandy, who is his assistant and does extra duty operating the Swing Spot.
range while aiming to be a tournament pro, and Marla Brooks, bookkeeper at the club.

There's plenty of golf club story, instruction, romance between Sandy and Marla and other entertaining elements in the strip.

Demaret Films on 14 TV Programs

Jimmy Demaret's television instruction service, produced and distributed by Award Television Co., 1501 Broadway, New York, now is appearing on 14 station programs. It is scoring very well.

Jimmy has a bunch of headliners with him in the films, giving and taking lessons. Snead, Nelson, Peter Thomson, Sarazen, Paul Hahn, Suggs, Jack Burker, Mangrum, Middlecoff, Stranahan, Crosby, Hope, Ted Williams, Jerry Colonna and Billy Eckstine appear with the fluent and entertaining Demaret.

Demaret puts the customers whether they're golfers or thinking about getting into the game, into a receptive and relaxed attitude.

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April, 1955