remove this menace. The pros never can do much with the people who make or buy the junk in golf equipment, but the quality end of the market and the really meritorious golf goods must remain the pros' crown jewel just as in the past. There's no danger of the pros losing their hold on this situation, but it's not a bad thing to let the boys know that they are constantly exposed to the peril of false reports.

Pacific Southwest P. G. A. Advertises Its Aim

A STRIKING full page advertisement in Country Club Magazine of Los Angeles launches the advertising campaign of the Professional Golfers' association of the Pacific Southwest. The boys in the sunkist sector have analysed their problems and consider that the first step in the journey to the pros' promised land is to get the players acquainted with the pro's aims and operations and with the personnel of the P. G. A.

WHY THE P. G. A. EXISTS

48THE OBJECT of the Professional Collers Association shall be to promote interest in the game of splif to prosect the mutual interests of the numbers; to hold meetings and tournaments periodically for the encouragement of the younges members; to institute the beneroolest fund for the relief of deserving members in hold meetings at which the subjects of gene togetimes a course architecture are discussed by professionals and sexperts to which the chairmon of green committees will be invited to art as an agency to approximate and to effect and the subject of the subj

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This is the full page advertisement the Pacific Southwest P. G. A. used.

The publication carrying the advertisement makes reference to the campaign by saying:

"In this issue of Country Club Magazine

you will find a full page advertisement of the Professional Golfers' Association of the Pacific Southwest, of which Willie I. Hunter is president and J. A. (Pat) Patterson is secretary. The professionals believe it will be good business for them to bring the purposes of their organization to the attention of the public and we agree with them. This is an age of advertising. If one doesn't tell the people what one is doing one gets no credit. The Professional Golfers' Association of the Pacific Southwest is doing a lot of good for amateur golf as well as for professional golf and is deserving of much credit."

GET BUSY KILLING CHICKWEED, SAYS ADALINK

Upper Montclair, N. J.—From September 15 until the middle of the following May is the time when the chickweed evil can be eliminated from golf courses in an entirely satisfactory fashion, according to the Adalink Chemical Co., of 8 Laurel Place, Upper Montclair.

The material Adalink suggests for use is Purfeck Chickweed Eliminator which was placed on the market last February and has met with decided success, its makers state. They remark:

"The action of 'Purfeck' on chickweed is due primarily to the absorbtive quantities of the weed. In applying the material, all that is necessary is to quickly spray the solution over the patches of chickweed. The chickweed being more porous than the grass and having a semihollow stem absorbs the solution through its leaf and then the solution works gradually through the stem and into the root system, resulting in the entire destruction of the plant without destroying the blades of grass that are still growing where the chickweed plant had been located.

"It is an economical and effective method for the elimination of chickweed because it destroys a plant entirely within two weeks without destroying any of the existing turf. Due to the method of application namely, spraying, the latter cost is very nominal compared to the old method of plugging and refilling each hole with a new piece of turf.

"This material cannot be applied in the summer time but can be applied from about September 15 to May 15 and also when the ground is frozen in the winter time, but at that time the action is considerably longer, taking approximately 30 days for the destruction of the chickweed. The ideal time to apply 'Purfeck' on the golf course is late in the fall because at this time playing has ceased and the slight discoloration which naturally occurs when the chickweed dies is not noticed by anyone but the greenkeeper."