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Beckley-Ralston CHIPPER

It's the biggest selling "extra" club made and one of the famous square-grip short iron Stroke Savers. This Chipper is made specifically for pitch, run and chip shots within 50 yards of the green. It's 33" long and has practically no sole, permitting the club face to extend far under the ball. Gives golfers directional accuracy not possible with any other club.



LARGE REPLACEMENT MARKET

Beckley-Ralston is one of the oldest and most honored names in golf. Over 1,000,000 of their Stroke Savers are in use—wearing out. Display the Chipper, Putter and Approach Cleek—then watch them sell! Nationally advertised \$9.50 each.

RUTLEDGE PUTTER, the perfect pendulum type with square grip \$9.50.

WALLOPER, the iron driver for players who have difficulty using woods, \$11.95.

TRAP SHOOTER, \$10.50.

Send for literature and discounts

THE RUTLEDGE CO.
3337 Belmont Ave., Chicago 18, Ill.

that keep employees on the job with Sargent despite the growing competition from other employers. The policies also impress upon the shop employees that Sargent is genuinely interested in protecting them and their families.

Like other successful pros Sargent is keenly interested in the progress of his assistants and takes pride in his lads graduating into pro jobs of their own and handling these jobs competently. But while they're with him he wants the best they've got in them to give to the service of the club and believes that he also must give his best to his staff. The insurance represents another item of pro department operating expense which few club members realize is a substantial sum, but Sargent is convinced it's a sound business investment for him.

Golf Architects Elect Langford President

Wm. B. Langford, Chicago, was elected president, American Society of Golf Course Architects at the organization's 1951 annual meeting, held at Ponte Vedra, Fla. Wm. P. Bell, Pasadena, Calif., was elected vp, and Wm. F. Gordon, Doylestown, Pa., was elected sec.-treas. by the architects.



New officers of the American Society of Golf Course Architects. (L to R) William F. Gordon, sec'y., William B. Langford, pres., and William P. Bell, vice pres.

The Society has been seeking clarification of the government order prohibiting golf course construction in excess of \$5000 but no specific easing of the order has been forthcoming from Washington. However, the order as issued, permits considerable latitude in golf course construction and alteration as earth moving is not considered part of the cost. Use of new pipe, which is a critical material, can be eliminated by using non-critical old pipe.

In remodelling jobs the old pipe can be dug up and moved. The clubs' maintenance personnel can be used for the finished fertilizing and seeding. In this way the spirit and letter of the order are followed and changes made within costs allowed.

Fifth Texas Turf Conference at Texas A. & M., Feb. 12-14

The Texas Turf Assn. and the A. & M. College of Texas will be joint hosts to the Fifth Annual Texas Turf Conference on Feb. 12, 13, 14.

Everyone interested in turf management whether from Texas or any other state is cordially invited to attend the conference and share in the discussions.

Speakers on the conference schedule include: Glen Burton, Geneticist, USDA, Coastal Plains Exp. Station, Tifton, Ga.; O. J. Noer, Agronomist, Milwaukee Sewerage Commission, Milwaukee, Wis.; Howard B. Sprague, Dir. of Agri. Research, Texas Research Foundation, Renner, Texas; F. V. Grau, Dir., USGA Green Section, Beltsville, Md.; H. G. Johnson, Head, Dept. of Entomology, A. & M. College of Texas; Bud Moore, Semesan section, Du Pont de Nemours & Co., Ft. Worth, Texas; Dr. J. E. Adams, Head, Dept. of Agronomy, A. & M. College of Texas; R. D. Lewis, Dir., Texas Agri. Exp. Station, College Station, Texas; and Jim Watson, Asst. Prof. of Agronomy, A. & M. College of Texas.

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