

program: Continued aerification. Sound mowing procedures. Liberal fertilization (100 lbs. or more of N per year per acre). On fairways I apply this in three or more applications starting in early August, before *Poa annua* germination starts. Only organic N is used. Where bent is concerned, keeping down or opening up of thatched conditions is involved. Checking of *Poa annua* seed production by treatments with arsenical or other chemicals offers interesting possibilities. As needed watering, in preference to more frequent sprinklings, is sound procedure.

Without going into further details which may be repetitious of what has been discussed, I repeat and emphasize—do not kid yourself—*Poa annua* cannot be conquered in a single season, but I believe that my results are sound basis for the statement that it can be conquered over a period of years. Again, unless one can put such a program into effect that the needed procedures can be carried out over a period of years, do not waste time and money on any single year's work.

### Trade-in Deals Give Push to Spring Selling

Whether or not to hold trade-in club deals until after the big buying is over in spring always will be debated among pros. Some successful pro businessmen say the trade-in proposition never should be offered until along in mid-summer when club selling needs forced draft. Others at private, public and semi-public courses are just as sure that by offering moderate allowances on traded-in clubs at the start of the season you not only make sure of business from players who are undecided about buying, but can sell the traded-in clubs and not have money tied up.

Bob Gutwein, at Sunnehanna CC, Johnstown, Pa., believes in getting the club selling off to the best possible start as the season opens. He sends to all his members, in March, a copy on which there's the following copy:

Need New Clubs? . . .

Then TRADE-IN your old set NOW!

Start the 1952 golf season with the new equipment you've been wanting . . . for less money than you'd imagine.

The demand for used clubs is always at its peak in the Spring . . . as a result, I can give you a bigger trade-in allowance for your old set now.

So, why not drop around to the golf shop, and look over the fine new 1952 golf merchandise that I now have in stock . . . and at that time, if you so desire, I'll be happy to give you an appraisal of your old set.

Bob Gutwein  
Your professional,

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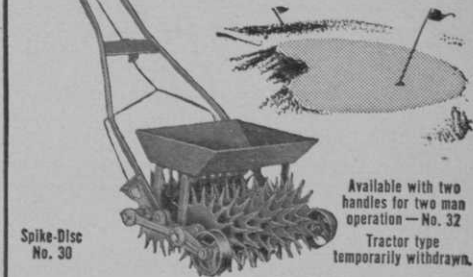
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