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# ONE Golfing Magazine

*has a wide margin of leadership in readership concentrated on men and women identified as the top spending customers for top quality golf equipment and apparel!*

## Golfing

*-- the working tie-up of advertising and Pro Shop merchandising!*

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should be applied. The soil must be kept moist constantly until emergence is complete.

### Start Nitrogen Application

As soon as a good stand of overseeded grass is obtained, nitrogen application should be started. Rule of thumb application calls for 1 lb. of N per 1,000 sq. ft. per month. Organics are a little safer to use although inorganics generally are much cheaper and don't burn if properly watered in following application to dry turf. Urea and Uramite have been found to be fine sources, according to impartial tests conducted by agronomists at experiment stations.

### Farrell in Hall of Fame

*(Continued from page 44)*

Championship, losing to Leo Diegel in the final, 6 and 4. Farrell was a PGA semi-finalist in 1933 and runnerup to Walter Hagen in the 1929 British Open. He was a member of the first Ryder Cup team in 1927 that beat the British, 9½ to 2½, and in 1929 and 1931 he also played in the international matches.

Farrell, summertime pro at Baltusrol, Springfield, N. J., and wintertime pro at the CC of Florida in Delray Beach, is the father of five children. One son, James serves as his assistant, and another son, Bill, is the New Jersey Open champion and plays the tour. A third son, John Jr., is assistant products manager for Colgate Palmolive Co. A daughter, Peggy, is a medical secretary and a second daughter, Kathy, is studying to be a nun.

### Ed Oliver Fund

A full report on the various funds raised for Ed Oliver's family in recent months aren't available. A committee headed by James O'Keefe of the Western Golf Assn. has raised about \$10,000 for the education of the Oliver children. Florida golfers have contributed more than \$9,000 and tournament sponsors have turned over several thousand to the PGA for Ed's wife and children.

### Get Seniors' Plaques

Illinois PGA Seniors recently presented plaques to Joe Graffis, Sr., Golfdom's publisher, Bud Binyon and Bob Lamkin for their services to golf over the years. Harry Adams made the presentations on behalf of the Seniors' organization.