

every golf course lost to us undermines the entire structure that much more.

I know as well as you do that this is an unfortunate time to talk about building golf courses. It looks as though very few projects, not involving gunpowder or splitting atoms, will be built for a long time to come from the way our national economy is being directed to meet the challenge of world emergency. This is why the second measure I proposed a minute ago bears double significance—the need to increase the capacity of existing courses.

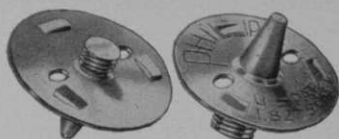
Not only must we combat the growing tendency of golfers to turn away from the game in search of a less crowded activity, we must prepare to meet an even greater demand for golf than we experienced during World War II. If this sounds contradictory it is just typical of the crazy situation in which the industry finds itself today. It is no more contradictory than the fact that golfers are increasing in numbers while golf courses are decreasing!

Increased Demand

There will be increased demand for golf because of the mounting tensions being imposed on Americans by the problems of the present world situation. This demand will not materialize if we make no effort to meet it—and we will continue to lose

PHILLIPS

CAM LOCK



The Answer
to Lost Spikes

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

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DON'T SELL THOSE OLD BALLS

HAVE THEM COVERED WITH PLASTIC, THE NEW, ALL NEW PLASTIC PAINTLESS COVER. NO PAINTING EVER, UNAFFECTED BY PROLONGED EXPOSURE TO BAKING SUN.

PLASTIC IS TOUGH

Your old balls rebuilt by the nation's largest manufacturer of rebuilt driving range golf balls and the exclusive manufacturer of PLASTIC COVER golf balls.

We compression test all old balls as follows: 0 to 30, 30 to 70 and over 70. We return balls of equal compression. Different colors for different grades. Available in ALL WHITE, HALF WHITE AND HALF YELLOW, GREEN, BLUE, or RED. STATE CHOICE.

YOUR COST — \$2.50 per dozen

Shipping data.

Ship old balls in double burlap via truck line, 50 dozen or less per bag and bill as SCRAP RUBBER. We pay freight to us, you pay freight to you. Allow 5% spoilage.

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again for 1951 brings you the same premium quality, low priced tee-mat that proved a tremendous success with range and club operators in 1950. Made from selected tire fabric and bound with heavy gauge galvanized spring steel wire. Will give years of service under most severe climatic conditions. Stock sizes: 42"x60", 48"x60", 48"x70". Special sizes on request. None better at any price.

FLOOR MATS RUNNERS

For spike traffic and relief from fatigue. Made in herringbone weave design. Same material as tee-mats but lighter constructed. No wear out. Ideal for locker room, pro shop, shower rooms, grill, etc.

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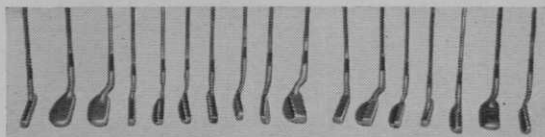
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Acme now offers a complete line—13 putters and one chipper—both brass and aluminum heads—with tubular resin-impregnated fibreglas shafts. The weight and sensitivity of hickory but with greater uniformity and balance. Impervious to weather and warpage.

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our present customers at a steadily increasing rate.

What can we do? You, as the custodians of our courses, will bear the brunt of the problem and with your know-how you can do more to solve it than any other golf body. The obvious answer is the simplification of your golf course.

You must cater to the playing pleasure and convenience of Mr. Average Golfer, the duffer who shoots an average of 110 blows per round. He makes up 90% of the golfing public today, he keeps all of us in business, whether we operate golf courses, teach golf, sell golfing merchandise or follow the tournament circuit. Let's give the game back to him, he's paid the freight on it this far. Today's low tournament scores tend to make us all think in terms of tougher golf courses. Forget it. You'll scare away the golfer who can't spend too much time on the game but who would like to have a decent score to show for the time and money he does shell out! **He's Mr. 90%.**

Simplifying Course

By simplifying your course you can accomplish two things: you can speed up play on your fairways for the 90 per-centers who spend so much time looking for lost balls and you can keep bringing them back to your course by making their

game a more pleasant experience. I know that we've fallen into the habit of measuring a successful business day on the golf course by the number of people we turn away—I wish it were possible to gauge our long range failure by finding out how many never come back!

The Chicago Park District has already recognized the problem of congestion and has taken steps to correct the situation as a matter of necessity. When a golfer leaves your course without having played that's the end of it. When golfers on the Chicago Park District's four golf courses in Lincoln, Jackson, Columbus and Marquette Parks are frustrated for any reason the Park District hears about it and must take heed. Late last year we entered upon a modernization program designed to speed up play on our municipal courses, a program which will also bring the four courses into closer relationship to the capabilities of 90% of our tax-paying players. The first step was to eliminate lipped traps on all the courses—thus reducing the psychological part of the trap hazard. Past experience tells us that this will speed up play and thus will increase our daily capacity. Projects of a similar nature will follow in the modernization program with the same end in view.

You have a similar problem and it can be attacked in the same way. The play on



GOLF'S NEWEST, FINEST GLOVE AIR-FLO-SURE GRIP

A full fingered, feather-weight, completely air-flo perforated, all leather glove. Made of Cabretta leather, famous for its lightness and strength. Special tanning process has added to its tackiness. Colors: Ivory and Cola. Ivory color is Cabretta in natural state without color dye. The finest glove of all! Men's sizes: S-M-L-XL — Ladies: S-M-L. Lefts, Rights and Pairs.

Retails at \$3.25

Jackman Sportswear Co., Inc.

"Sportswear Specialists for the Pro Shop"

6332 W. Roosevelt Rd., Oak Park, Ill.

Ren Smith, Pres.

your courses can be enormously streamlined by cutting the grass in the roughs just a bit shorter so that lost balls will be easier to find; clear out ravines or other natural barriers to smooth play where possible; forget about those lipped traps in which so many golfers have ventured never to return. Hold the sadistic side of your nature in check when you make the rounds of your fairways. You'll find many ways in which to break up those weekend traffic jams!

The very same principle could be applied to modern golf course architecture—direct your thinking toward the average player and the game will continue to grow. For instance, the design, placement and maintenance of "rough" is a subject in itself, one that has received too little consideration from us of the golfing fraternity on its long-range effect on golf in general.

A golf course streamlining program will pay off to everyone in one way or another: more pleasure and opportunity to play for the golfer; increased capacity to handle the increased demand for golf that is sure to come with increasing world tension; a valuable contribution to national morale—and simplified maintenance and operating procedures plus more dollars in pocket for us.

Put an end to your ROOT PROBLEM Quickly — Safely!



HAINES ROOT CUTTER

Cleanly, safely and quickly it severs the roots that rob your greens of plant food and water.

Operated by hydraulic lift of Ford tractor; cuts to 14 in. depth; its thin cut in soil easily sealed by weight of tractor wheel.

PRECISION BLADE CUTS CLEAN



Cross-section showing clean cut of Haines Root Cutter. Cigarette pack, upper left, shows comparative size of roots. Main roots are not dislocated.

Complete information from:

JIM HAINES

2027 Bell Court

Denver 15, Colo.

Indiana PGA Spring Meeting To Be Held April 11

The annual Spring Meeting of the Indiana Section, PGA, will be held at the Lincoln Hotel, Indianapolis, on April 11. It will be an all day session with Geo. T. McCarthy, U. S. Rubber; O. J. Noer, Milwaukee Sewerage Com.; Henry Cowen, MacGregor Golf, appearing on the morning program. E. Stumm, Nat'l. Cash Register, and Joe Wolfe, Wilson Sporting Goods, are on in the afternoon, followed by the Clinic conducted by Byron Nelson. Coach A. N. (Bo) McMillan is the guest speaker for the banquet in the evening, to be presided over by Herb Graffis.

BUYERS' SERVICE — SEE PAGE 93

LAWN MOWER STATIONARY BLADES



We make these blades in several styles to fit the different makes and types of Lawn Mowers—including the small Hand Trimmer—Hand and Tee Mowers—Putting Green Mowers—Power Mowers and the large Gang or Fairway Mowers. Best quality knife steel, electric furnace heat treated to insure long wear and fully guaranteed to give complete satisfaction. You save important money buying direct from manufacturer.

Price sheet on request or we will quote price for your blade order.

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The Complete Liquid Plant Food for Golf Greens

"... as a result of the use of Liqua-Vita on the 18th green at Wepawaug the turf appeared to be in much better condition, with a more luxuriant growth of grass, deeper color, and more desirable condition.

"To say the least, we are extremely satisfied with Liqua-Vita...."

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"This will be the third season when my so-called 'hot weather' fertilizer treatments will be made entirely with Liqua-Vita.

"The compatibility of Liqua-Vita with other material and the constant growth and color it maintains, guarantees its spot on my yearly budget."

Phillip I. Cassidy
Greens Supt., Weston Golf Club
Weston, Mass.

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EVER WALK ON WHITNEY Greens and Fairways?



Turf by Whitney is greener and tougher because Whitney's Seed is tested for highest germination, super-refined for lowest weed content and blended from the finest grasses. Mixture for every golf course need. Write
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WHITNEY SUPER-REFINED SEED

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*Leather's
Best
Friend*

All the Year Around

Get your share of the profitable SNOW-PROOF business. Nationally advertised. Water-proofs, reconditions golf shoes, golf bags, etc. Stops dry rot. Prevents mildew. Odorless, colorless, not sticky. Sold only in Blismark Brown cans. Retailers at 3 3/4 oz. 30¢, 1 lb. \$1.00, 5 lbs. \$4.00. Money-back guarantee. Descriptive folder and sample can sent FREE on request.

Dept. 13

THE SNOW PROOF CO.
Livonia, N. Y.



So. Calif. Turf Conference Scheduled for April 30

The Southern California Conference on Turf Culture will be held April 30 and May 1, 1951. Top turf authorities Dr. Fred V. Grau, Dir., USGA Green Section; Dr. O. J. Noer, Milwaukee Sewerage Commission; and Professor H. B. Musser, Pennsylvania State College, will be on the program. Opening session will be held at the experimental turf plots at 300 Veteran Avenue on the L A Campus of the Univ. of Calif. Remaining sessions will be held at the Riviera CC, Sunset Boulevard and South Capri Drive, in West L A. Information from V. T. Stoutemyer of the Div. of Floriculture and Ornamental Horticulture, Univ. of Calif., Los Angeles 24.

Ill. Section, PGA, Meets in Chicago, April 9

Spring meeting of the Illinois Section, PGA, will be held in the Morrison Hotel, Chicago, April 9, 1951 with the membership committee scheduled to meet at 1:00 p.m. The afternoon program gets under way at 2:00 with Emile Coene, Jr., mgr. Chicago office, A. G. Spalding Bros., Inc., speaking on "The Business End of Pro Shop Operation." Coene will be followed by J. Victor East, Wilson Sporting Goods Co., speaking on "Fifty Years in Golf and

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Crabgrass**

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CHIPMAN SODIUM ARSENITE

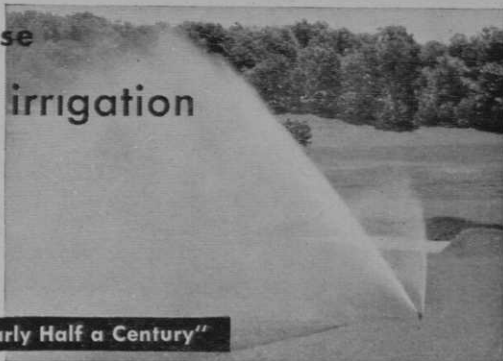
Widely used by golf courses for control of crabgrass, clover and chickweed. Highly effective and amazingly economical. Available in powder (dry or spray application) and liquid forms. Order NOW... supply is limited.

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You'll improve your course with **SKINNER** irrigation

Individual units or complete "tee to green" systems. Precision made of brass, bronze and stainless steel parts to assure dependable performance for years. Write today for specifications. THE SKINNER IRRIGATION CO., 415 Canal St., TROY, OHIO



"Pioneer and Leader in Irrigation for Nearly Half a Century"

What Asst. Should Learn to Become a Good Professional," Ed Rankin, pres., Walter Hagen Div., with a talk on "Pro Line Merchandising" and G. T. McCarthy, sales mgr., Golf Ball Dept., U. S. Rubber Co., who will show pictures and give commentary on the manufacture of golf balls.

Jimmy Thomson, Johnny Revolva and Ed Vines will put on the teaching clinic at 4:00 followed by the membership dinner at 6:00 and business meeting at 7:30.

SOIL AERATION

(Continued from page 49)

products may be formed: acetic, formic, and lactic acids; amyl, butyl, and ethyl alcohols; acetic, butyric, citric, formic, lactic, oxalic, propionic, and valerianic acids; acid aldehyde and acetone. Decomposition products include ammonia, fatty amido acids, leucin, skatol, tyrosin, sulphureted hydrogen, mercaptan and others. Under conditions of aerobic respiration these products do not form. Other effects of poor aeration are a decrease in permeability of cell membranes, decline in pH of cell sap,

HELP PREVENT BROWN PATCH with AERATION!



DO IT WITH A McCLAIN POWER SPIKER & PERFORATOR

This is the inexpensive, reliable machine that hundreds of Courses have adopted as standard equipment for many years. It is no experiment. McClain Spikers are in satisfactory usage everywhere.

Soon pays for its low cost in saving of labor, fungicides and fertilizer. Quickly perforates millions of clean holes in Greens without damage to turf. No messy plugs or dirt to gather up. Supplied in either Hand or Power Models.



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WHY NOT THE BEST?

Get the famous **HENRY** Golf Ball Washer

- ★ Rugged design for trouble-free service
- ★ Modern appearance — Dresses up the tees
- ★ Clean operation — Doesn't splash
- ★ Heavy gauge, pressed, rust-proofed steel construction

VALUE — Ball washer alone, \$12.75. Tee data plate, *\$1.25. Waste Container, \$2.35. Complete unit, \$16.35.
*When ordering tee data plates be sure to send score card.

A. C. SCHENDEL, DISTRIBUTOR
Henry Golf Ball Washer
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**WATCH THE
PAYROLL
GO DOWN!**

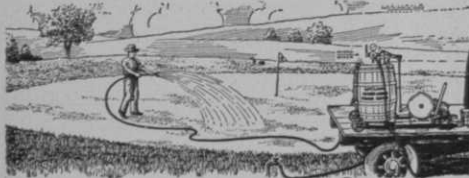
IT TREATS A GREEN IN 10 TO 15 MINUTES. THE SPEED OUTFIT THAT CUTS EXPENSE

**WITH THE
McCLAIN HYDRO-MIXER**

This is the year to cut down on high priced labor. Greens must still be sprayed and fertilized—BUT LOOK—with this little inexpensive outfit, one man—just one man mind you—will do this big job on your Course—saving you hundreds of dollars.

Cut operating costs to the bone with the ever popular HYDRO-MIXER that treats a Green in just a few minutes. Hundreds now in use from Maine to California, that have been saving money for Courses everywhere for years. Write quick for the literature.

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**NOW A STRONGER, HEALTHIER
TURF AT LESS COST
MICHIGAN PEAT
NATURE'S FINEST SOIL BUILDER**

Leading clubs maintain thick, healthy turf by building their greens with proper mixture of Michigan Peat, sand and soil. Michigan Peat makes heavy soil porous, binds light sandy soils, permits adequate aeration, holds water and plant food, allows grass to attain deep root structure. Invaluable for top dressing! Saves watering bills. Our staff will help you solve your problems and save money.

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GOLF COURSE ARCHITECT
Balanced Topographical Design**

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reduction in the rate of absorption of water and nutrients, reduction in rate of transpiration, discoloration of foliage together with root degeneration, decrease in carbohydrate content, delay or suppression of reproductive processes, and premature falling of reproductive structures that have been initiated. Under anaerobic conditions compounds of calcium, magnesium, and iron are not very available to plants and nutrient deficiency results. Also sulfur exists as sulfides rather than sulfates and nitrogen as ammonium rather than nitrates. When the oxygen content drops below the critical level certain bacteria begin to reduce nitrates to nitrites in order to obtain oxygen and thereby further deplete the nitrogen fertility.

Microorganisms in soil do not function to the advantage of grass if soil is poorly aerated and lacks oxygen. Grass is dependent on a continuous supply of nutrients and some of these are released by microorganisms. Dr. Hogan at California showed that plants lacking adequate oxygen were not able to absorb potash. A weak solution of muriate of potash was sprayed on the greens and the grass recovered in a matter of a few days.

The composition of the atmosphere above the ground is considerably different from that below the ground level. The above ground atmosphere contains approximately 21 percent oxygen, 78 percent nitrogen, and only 0.03 percent carbon dioxide or about three parts in ten thousand. Since basic responses of protoplasm are more or less identical it would be expected that free oxygen from the air must get down into the soil for root respiration. The amount of carbon dioxide normally increases with depth of soil. It has been found that the oxygen content decreases in soils and may go down to a fraction of one percent at a five foot depth. Carbon dioxide content increases from 0.03 percent at the soil surface to over 15 percent at a five foot depth under some conditions. There are also marked seasonal differences in composition of soil air. Soil air is richest in carbon dioxide in summer, less in autumn, still less in spring, and least in winter. Organic matter and manure greatly increase the amount of carbon dioxide and decrease the

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After years of raising Bent Stolons for the trade we are devoting all of our space to the exclusive production of Toronto Strain (C-15) which we find to have excellent color, most hardy and resistant to blights. Sufficient quantity on hand for spring delivery for 200 greens.

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Write for illustrations
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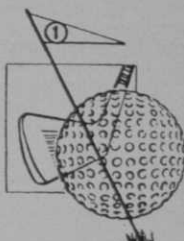
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CONSTRUCTION &
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HINTS.

NORTHERN BALL CO.

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amount of oxygen in soil. Microscopic fungi, molds, bacteria, and algae together with soil animals from amoebae to rodents all increase the carbon dioxide content of soils.

Water has only about six cubic centimeters of oxygen per liter when saturated during the growing season. Therefore, the water content and air content in soils are in inverse relation. The greater the water content, the smaller the air content and the amount of available oxygen. Dry soils contain large amounts of air and wet soils small amounts regardless of fineness. Under the same rainfall porous soils have larger air content than fine or compact ones, and this is true even when they approach saturation, owing to the ready movement of water in them. Air capacity of heavy soils can be increased by the addition of organic matter, cinders, or sand. A very serious effect of deterioration of structure of surface soil is a decrease in air capacity. This decrease of non-capillary pores is responsible for poor aeration, reduced bacterial activity, and lower infiltration capacity for precipitated water. When soil is wet and excessively packed, the air capacity may be reduced to almost zero. It has been shown that frequent trampling of greenhouse soils between rows of plants

has been found to lower air capacity from 16 percent to 2 percent. It has also been reported that earthworm burrows raised the air capacity of a loam soil from 8.9 percent to 31.2 percent.

Beneath the surface of the soil oxygen is usually suboptimal in concentration. Roots usually do not begin to show definite injury until the oxygen content of the soil atmosphere drops as low as 10 percent. Ordinarily the oxygen content of the upper levels of drained loams lies somewhere between the lower critical value of 10 percent and the 21 percent characteristic of free air. A reduction of soil oxygen to about 3 percent practically stops root growth in most plants. Because the oxygen content of the soil drops abruptly to about one percent just above the water table, the roots of most land plants are restricted to soil horizons above this level.

In a recent consideration of the aeration problem, Dr. Fred Grau, Director of the Greens Section, USGA, emphasized that soil compaction resulting from years of play and equipment traffic and inadequate drainage posed one of the most important barriers to natural turf development. This is largely true because of the improper aeration that roots are subjected to in a compacted soil.

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Limited quantities of these sensational new grasses available for prompt shipment! We also have complete stocks of fancy turf grass seed. Write for quotations for prompt or future shipments.

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- Mats in color with club name and

- insignia in contrasting color for entrances.
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- Mats for every other club need.

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NEWS from the MANUFACTURERS

SLIM JIM, NEW BALANCED BAG

Balanced Golf Bag, Inc., North & Noble Sts., Chicago, are in production on a new model light weight golf bag known as Slim Jim. Like its standard model team mate, the Slim Jim is made of strong duck and has the distinctive hickory stick balance feature, but differs in that it has individual compartments for nine clubs. The standard model Balanced Golf Bag, over a half million of which have been sold, is now made in the popular oval shape. Literature and prices from the company.

NEW PLANT FOR MAT COMPANY

What is said to be America's most modern floor mat assembly plant has just been completed at Whitehouse, Ohio, by the addition of 10,000 sq. ft. of floor space to be used by Toledo Rubber Products Corp. for making Ezy-Rug colored rubber link floor mats and plastic link floor mats. These products will be sold exclusively by American Mat Corp., Toledo, according to D. W. Moor, Jr., V.P., Toledo Rubber Products Corp. and pres. of American Mat Corp.

SOMETHING NEW ADDED THE "SAM SNEAD"

GOLFERS FEATHERWEIGHT JACKET
RAINPROOF — WINDPROOF

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Jack Spehn, several years inside salesman in the Pro Golf Department of A. G. Spalding & Bros., has been recently trans-

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ferred to Pro Golf Sales and will cover southern Illinois, Iowa, Kansas and Missouri. A native born Chicagoan, Jack had the distinction of being captain of both the high school football and basketball teams. Following high school he went to the Univ. of Detroit where he played basketball and football. After serving in the Philippines with the U. S. Army Signal Corps, he played professional basketball in the Professional Basketball League, Waterloo, Iowa, before joining A. G. Spalding & Bros.

LITTLE CADDIE, FASHIONABLE ITEM FOR PRO SHOP SALE

Janalan Craftsman, 7618 Eastlake Terrace, Chicago 26, Ill., presents a new quality item designed for the woman golfer of discriminating taste. Little Caddie, a handy compartmented bag, is



made of genuine pigskin with fully adjustable matching belt. Outside compartment holds tees and scorecard. Inside for things a golfing lady needs. Fits snugly to the waistline, slides easily out of the way and back again when needed. Attractively and individually boxed. Popular as a prize item. Write Janalan Craftsman for pro discount information.

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NEW — TEE QUEEN — Foolproof "Automatic" Tee

NEW — LOW PRICE Automatic Ball RETRIEVER

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"BAG PIPE", NEW COMPARTMENT BAG

Hughes Consolidated, Inc., 1270 Broadway, New York City, have introduced a new compartment type golf bag in their 1951 line known as the "Bag Pipe." The 14-club bag holds 4 woods and has individual sleeves for 10 irons. Available in canvas, DuPont nylon, Tackle-Twill and leather, the "Bag Pipe" features a newly developed wrap-around cover that protects the outside sleeves and adds to appearance and life of the bag. Among other features are a rainproof hood, large shoe and sweater pocket, selector ball pocket, studded base and padded sling. "Bag Pipe" is the latest addition to the

Hughes line of golf bags which features full length sleeves for irons and woods in its well known "Pipe Organ" bags. The 1951 "Pipe Organ" models are either in



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nylon or leather in a range of prices that offer pro customers a selection to meet their purses. Complete information on both these bags from Hughes or their pro distributors.

NELSON ON NATIONAL TV NETWORK

Byron Nelson, member of the MacGregor Golf Co. Advisory Staff, starts a series of six golf clinics on Ed Sullivan's TV Show "Toast of the Town" on March 4, the first time in history that a golf lesson has been given on a national TV network. The retired "Lord Byron" recently made headlines by coming off his Texas ranch to win the annual Bing Crosby Tournament in California.

FREE BOOKLET ON AERIFICATION

Theme of the discussion of the Philadelphia Assn. of G.C. Supts. at their 1951 meeting last December was — Aerification and Efficient Turf Maintenance. A summary of the informative discussion, led by Charles Hallowell, has been prepared in booklet form. A free copy may be had by writing: West Point-Lawn Products, West Point, Penna.

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