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MOTORAIRE
 USED ON 700 COUNTRY CLUBS

Perfect Coring—Deeper Penetration—
 No Surface Disturbance.

SOILAIRE INDUSTRIES

Minneapolis 3, Minnesota



**FONKEN HAS NEW
 "PICKER UPPER"**

An improved golf ball retriever has been announced by the Fonken Manufacturing Co., 433 W. Magnolia ave., Glendale 4, Calif. The 1953 "Picker Upper" golf ball retriever quickly clears a swath 9 ft. wide over every type of range terrain, the company says. The 1953 Fonken "Picker Upper" has greater flexibility than ever before to meet every change in contour, as well as the ability to retrieve golf balls in heavy grass and weeds. An improved separator-comb placed ahead of the molded, cold rubber-covered pick-up discs aligns the golf balls for pick up by the discs without cuts, slices or bruises, and deposits them into readily removable wire steel baskets for return to the tees.



**MacGregor's
 New "Buggy Bag"
 Fits All Carts**



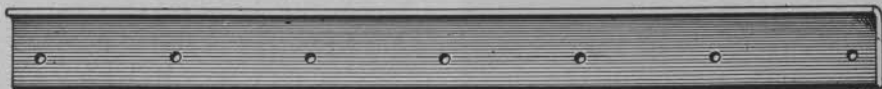
The "Buggy Bag", made to fit all types of carts, rental or collapsible, has been introduced by MacGregor Golf Co., Cincinnati. The "Buggy Bag" has a "floating", reinforced steerhide cuff that adjusts up and down 9 inches to attach to any cart. A loop is also provided for fastening to those carts having a hook instead of brackets. "Buggy Bag" can be carried by its handle or by attaching a conventional sling.

PEND-L-PUTTER NOW IN NEW MODEL

Putt-Master Co., 31 N. First st., Phoenix, Ariz., has a new model of its Pend-L-Putter which can be used in the conventional manner, right- or left-handed, as well as swung between the legs when facing the cup, which is the manner for which the putter was designed.

The putter has been steadily increasing in use since the Rules of Golf OKed center-shafted putters and is in pro play

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.

JONES MOWER & EQUIPMENT CO.
 2418 Grasslyn Avenue, Havertown, Pa.

We pay the postage on all orders of \$10.00 and over.

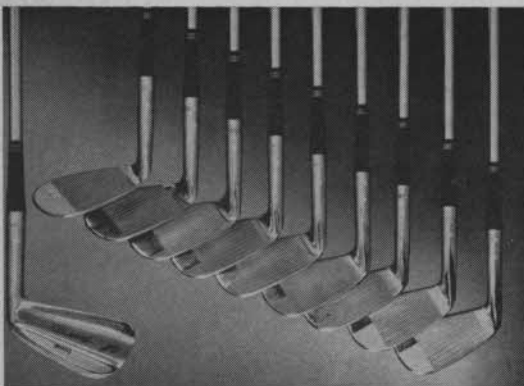
on the tournament circuit. Its inventor, Wm. E. Saufley, prominent Arizona amateur and businessman, has worked magic with it, giving amazing demonstrations in contributing to 3 out of 4 Phoenix pro-amateur victories as Johnny Palmer's partner, and setting a record of 25, 23, 23 and 21 putts in four rounds of the Phoenix invitation. The new model retails at \$14.50.

**NEW FEATURES IN 1953
HILLERICH & BRADSBY POWER-BILT LINE**



The 1953 line of Power-Bilt clubs incorporates the following new features: Power-Flite insert which adds beauty and power to face of woods; more compact iron blades with beautiful two-tone stainless steel finish which H and B says render more power and greater accuracy to iron shots; locked-sole plate construction for more strength and durability to woods. Regular Golf Pride rib lock grips or Chrome-Tex red leather grips are available. Attractive new finishes add beauty and distinction to the line.

The Power-Bilt line has a wide array of special putters, wood clubs, junior clubs, men's and women's left hand clubs in all sizes and prices. Details from H&B, Louisville.



**SPALDING PRO ONLY ITEMS
IN NEW CATALOG**

Spalding golf equipment with its new headliner being the Synchro-Dyned irons and woods, is fully described in a catalog now being distributed to pros. The catalog shows in addition to clubs, balls, bags, accessories of many kinds and a cart.

**BONNIE RANDOLPH TURNS
PRO AS "LADY BURKE"**

Bonnie Randolph, Columbus, O., lass who has been showing bright promise of star ability in women's tournaments, turned pro after the Titleholders' tournament at Augusta. She's been signed by Burke Golf Co., Newark, O., and will campaign the Lady Burke line.

Bonnie's a lovely blonde, 25 years old, who started to play golf 8 years ago during her last year in high school. She was an excellent athlete in school.

The Burke Co. is initiating a strenuous sales push on Lady Burke clubs and is getting good response thru pro shops.

**MacGregor
Has Tube For
3 MT Balls**



MacGregor Golf Co. now is packing its MT ball in weather-tight tubes each containing 3 balls. The balls are kept clean until ready for use. A string imbedded in the cover of the package zips the tube open easily.

New Tourney Catalog

MacGregor Golf Co., Cincinnati 32, O., is mailing to pros its Tourney golf equipment catalog, describing by word and picture all of the Tourney line of equipment. The Tourney line is pro only. If you haven't got the catalog which contains many new items, write Bob Rickey, MacGregor pro sales mgr.

BURKE GOLF HAS NEW WOODS

Burke Golf, Newark, Ohio, announces two completely new bench-made woods—Nos. 5 and 6. The new woods are especially designed for those shots requiring extra loft, close accuracy and plenty of distance. Made to the highest standards with the shaft extending through the sole, where it is securely fastened. The clubs get their carefully balanced weight by means of extra heavy sole plates. These new hand-made clubs are Dur-O-Var finished.

UNIQUE CAMERA SERVICE

One of the newest accessories for pro shop sale and service is the Pro Camera, a compact, practically indestructible camera that can be carried in the golf bag ready for instant use. Processing of film, printing of pictures and reloading of camera are all done at the company headquarters, to whom the camera with its used film is mailed for 6c in carton furnished. For a fee of \$1 which user encloses when mailing the camera, he receives in return the 12 developed negatives, a 3¼x3¼ print of each, and another camera loaded with 35 MM Ansco film. The Pro Camera is pre-focused for pictures from 4 ft. to infinity. It offers retail sales possibilities at its low price and can be rented for instruction shots or to players who want shots of their groups. Details from Pro Camera Co. of Chicago, Room 700, 22 W. Monroe St., Chicago 3.

SCOGGINS NEW CATALOG READY

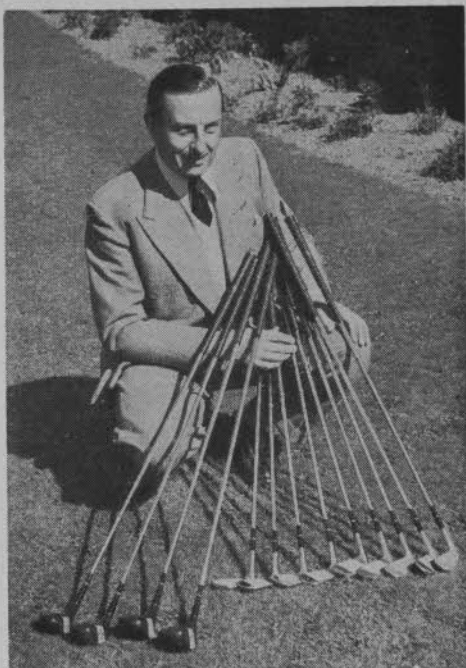
Howard Scoggins Golf Co., Dunedin, Fla., are mailing their 1953 pro shop catalog to professionals throughout the country. Scoggins' new catalog is the most complete they have published, with a wide variety of equipment, accessories and apparel. Much of the merchandise is presented in color, including a particularly fine display of apparel, headwear and gloves for both men and women golfers. Spotted through the book are several pages devoted to pro shop merchandising well worth pro study. Professionals failing to receive their copy of the new catalog should write the Scoggins company at above address.

ACUSHNET SALESMEN PLAN AND FROLIC AT MIAMI

Acushnet Process Sales Co. ball salesmen divided the week of their annual sales meeting in Miami with the mornings being allotted to intense discussions of sales, advertising and promotion plans, ball manufacturer, pro sales help, competition and other subjects concerned with increasing Acushnet business and the afternoon being devoted to sport.

Phil Young, Acushnet executive, who has a winter home at Coral Gables, was host to the team-mates. Phil retains souvenirs of the gathering. His pet monkey chewed samples out of the visitors and Phil is having them mounted.

Golf matches were main features of the entertainment with as much as 90 cents of personal (not expense account) money changing hands. Russ Mattern took the boys for a cruise in his Chris Craft. The lads fished off Ronnie and Betty Fenton's Sunset Island club. Earl Christiansen got a split decision with the tarpon. Wally Sharrett, with help of Bill Boomer, Russ



Golfers Imports, Inc.
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for

GEORGE NICOLL CLUBS

The World Famous
PIN-SPLITTER IRONS

**HENRY COTTON
WOODS and IRONS
GEM PUTTERS**

(Steel or Hickory Shafts)

Available as complete clubs, or heads only

Write for prices and details.

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1914 FULNAME MARKER 1953

Fulname Golf Ball Marking service provides the best in ball marking today. Prepare now for early sales.

GET THE BEST! GET FULNAME!
THE FULNAME CO. CINCINNATI 6, OHIO

Compare!
WESTALL
RUBBER FLOORING

- PROTECTS CLUBHOUSE FLOORS FOR YEARS!
- LONGER-WEARING, TOUGH, FIRMI
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- NO CEMENTING TO UNDERFLOOR!
- DOES NOT BUCKLE OR CRAWL!
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- COMES IN ROLLS APPROXIMATELY 58 IN. WIDE, 5/16 IN. THICKNESS, LENGTHS UP TO 29 FT.
- MORE THAN 100 YEARS OF RUBBER MANUFACTURING STANDS BEHIND THIS DURABLE PRODUCT!

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BUILDING GREENS IN '53?

BUILD YOUR NEW GREENS THE RIGHT WAY. THE SOIL MIXTURE IN YOUR GREEN SEED BED IS THE HEART OF YOUR GREEN. SPECIFY THE BEST FOR YOUR NEW GREENS

**REPEAT BRAND
 HYPNUM PEAT MOSS**

approx. pH - 6.5 to 7.0

REPEAT Brand Hypnum Peat Moss in your green seed bed will . . .

**CONDITION ANY TYPE OF SOIL
 HELP PREVENT SOIL COMPACTION
 ADD LIFE GIVING HI NITROGEN HUMUS
 ADD ACTIVATED BENEFICIAL SOIL BACTERIA
 KEEP GREEN SEED BED AT MORE UNIFORM TEMPERATURE**

HELP INCREASE SOIL AERATION
 Sold by the cubic yard in bulk car lots of from 50-60 to 140 cu. yds. per car. Milled to a uniform consistency.

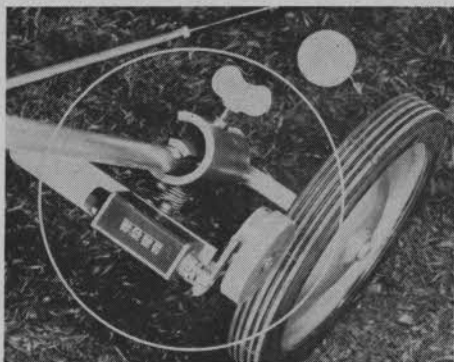
For Top Dressing Greens . . . The Peat You Want is the Milled Black Cultivated Peat

Write or Wire for Quotations and Samples

ELI COLBY CO.

HANLONTOWN, IOWA

Mattern, Carl Saunders and Bob Clark, hauled in a 126 lb. tarpon. The deceased fish, properly embalmed, is to be displayed in the New Bedford office of Acushnet pres., Fred Boomer, in recognition of his genius in organizing the expedition.



NEW DEVICE TELLS YARDAGE

Yard-O-Meter, a new golf cart attachment which automatically clocks off the yardage traveled is being marketed by Lange Co., 103 W. Fowler St., Milwaukee, Wisc. Made of rust proof alloys the yardage meter is designed for ready attachment to any type golf cart and clocks yardage accurately regardless of cart wheel size. It affords the golfer an instant check on his distance and can be used for measuring course yardage and spotting markers. As a quick attachment for carts it offers an opportunity for added rental cart income as well as a retail item for pro shop selling. Write to Lange Co., above, for literature and prices.

HAAS HAS NEW CLUB CLEANING AND POLISHING MACHINE

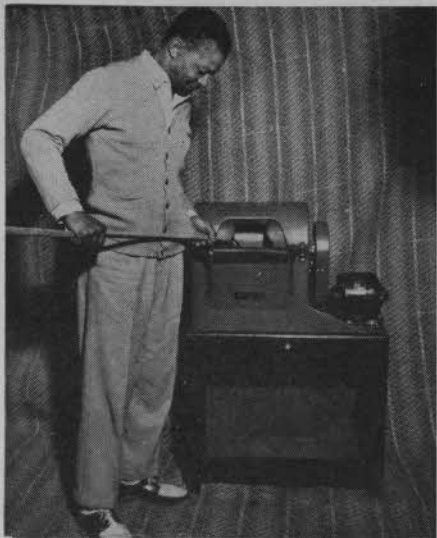
Fred Haas & Associates, P. O. Box 900, Chicago, have introduced a new machine which promises to get close attention from professionals who find servicing of members' clubs a problem. The new Haas machine is designed to thoroughly clean and polish all or any part of both wood and iron heads. Use of a mixture of fluid polishing wax and water, played through faucets on rapidly revolving nylon brushes accomplishes the dual job of cleaning and

GOLF BOOKS —

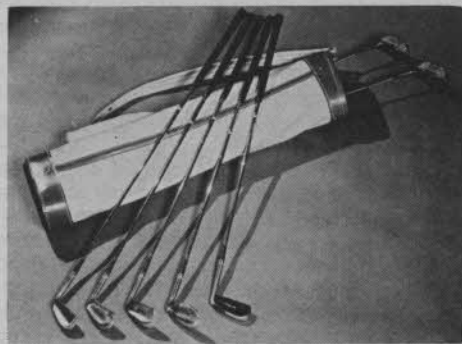
Final Sale — 300 books reduced to \$1 and \$2 each. Write for circular.

GOLF BOOK SERVICE

42-05 Layton St., Elmhurst, N. Y.



polishing, with safety to inexperienced operators, without splash or dust. The new machine, of compact design and strongly constructed, is available with or without a sturdy cabinet stand on which to mount it. Write Haas for full details.



MACGREGOR IMPROVES JACK BURKE JUNIOR CLUBS

Jack Burke, Jr. woods and irons for junior golfers have been improved for the 1953 season, advises MacGregor Golf Co. These clubs are duplicates of top MacGregor models proportionately reduced in size for boys and girls from 9 to 14.

EUGENE "SKIP" WOGAN GOLF COURSE ARCHITECT

Design, Supervision and Construction

110 Summer St. Manchester, Mass.
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Jim says:

"THERE NEVER HAS BEEN A BAG THAT HAS ADDED SO MUCH PLEASURE TO GOLF AS THE LIGHTWEIGHT BALANCED GOLF BAG."

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15 CLUB CAPACITY
COLOR - GREEN

\$360 ea. F.O.B. CHICAGO

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CUTS WEEDS,
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Now equipped with double power, double fuel capacity. Trims weeds on rocky or uneven ground. Cuts grass or weeds close to buildings. Clips reeds or underwater growth. Cuts with ease wherever a man can walk, wade, or row a boat. Equipped with new two h. p. motor, one quart capacity gas tank, 20-inch oscillating cutter bar. Weighs only 26 pounds.

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Miami End of Venetian Causeway

**Golf
 Headquarters
 in
 MIAMI**



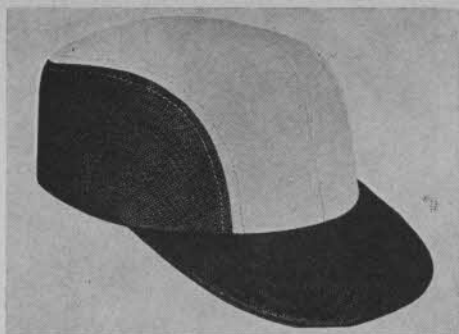
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SAUL B. YURAN

Gen. Mgr.



BREARLY INTRODUCES MODEL 574 CAP

The Brearley Co., Rockford, Ill., 1953 Congo line of hats, caps, and visors, includes the Model 574 which is made of imported Toya cloth, the mesh-like material allows ventilation while giving protection from the sun. Available in a choice of three colors: all natural, brown with natural, navy with white. It is made in four sizes, not adjustable.

PEDERSEN INTRODUCES NON-SLIP ALL CHAMOIS GOLF GLOVES

Pedersen Sales Co., Wilton, Conn., is distributor for the new Mace All Chamois golf gloves developed by Mace Products following lengthy laboratory work. Chamois leather heretofore has been regarded impractical because of its susceptibility to moisture and perspiration and its slipperiness when wet. Under the exclusive tanning process perfected by Mace the Chamois skins have taken on qualities which the producers say offer several distinct advantages to golfers. The new Mace golf gloves won't slip, wet or dry; have an unusually natural "feel", dry soft from perspiration or water; have fewer seams, and none that come in contact with the club. Washable on the hand with

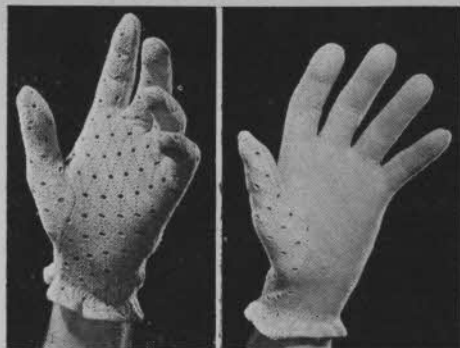
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 CLUB EVENT ... ENGAGE**

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GOLF'S GREATEST SHOWMAN

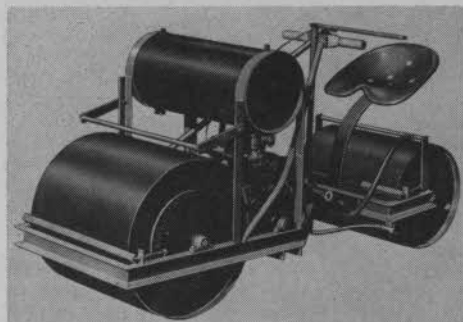
For Booking Contact: BOB GIBSON

119 Lester Rd.,
 Park Forest, Ill.



soap and water. Mace is warm in cool weather and keeps the hands cool in warm weather. Strictly pro only, Mace gloves come in the two models illustrated, in full size ranges for men and women, lefts, rights and pairs. For complete details, sizes and prices write Pedersen Sales at address above.

**CON-SOL POWER ROLLER HAS
TEN NEW FEATURES**



The completely redesigned Con-Sol power roller, made by Consolidated Industries, Inc., West Chester, Conn., has ten new features which increase structural strength and ease of operation.

An important new feature is a foot lever shift for forward and reverse, which leaves the operator's hands free to steer and to operate the throttle. The new speed reducer with gears running in oil in a sealed case is expected to improve operation and increase roller life. Maneuverability is increased by new type linkage between rollers, and bronze bush-

DAIRY-ORGANIC COMPOST—Processed Nature's way—not pulverized, not dehydrated, merely screened. Alive with bacteria, valuable trace minerals and hormones. Feeds instantly, no odor, will not burn—the best true organic cow manure compost produced. Only \$8.00 per 100 lbs. (2 - 50 lb. bags) delivered anywhere in the United States. Smaller package, bulk, ton or carload prices on request.

DAIRY-ORGANIC COMPOST Menomonee Falls, Wis.

**MUNROSPUN
100% PURE
CASHMERE
PULLOVERS**

Made in Scotland
Available to golf professionals

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GOLF BALL SPECIALS

Reprocessed golf balls \$2.60 a doz. Bulk packed 12 doz. to a carton. Resell as extra balls to your "average player" customers at low retail price with high profit margin.

Reprocessed liquid center golf balls, boxed and wrapped in cellophane at \$2.80 a doz.

Complete golf, driving range, and miniature equip. Write for catalog. We buy used balls.

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Telephone
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**INSTANT WATER! NO WASTE!
LASTS FOR GENERATIONS!**

Write for Catalog of
**OUTDOOR Hydrants and
Drinking Fountains**

The Murdock Mfg. & Sup. Co.
Cincinnati 2, Ohio

MURDOCK

**OUTDOOR
DRINKING FOUNTAINS
HYDRANTS
LAWN HOSE BOXES**



GOLF AWARDS

Featuring
**Better Value
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Free Delivery on
Prepaid Orders.
Send for free catalog.

Sports Awards Co.

429 W. Superior St.
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PUTTING GREEN CLEAN-UP RAKE



Write for prices and nearest dealer

Manufactured by
BENTLEY MILORGANITE CO.

3135 Western Av., Seattle 1, Wash.

ings with Alemite fittings at all friction points greatly reduce wear. Parts at points of stress have been strengthened, some as much as 50 per cent.

Two types are available, the standard model with weight adjustable from 300 to 1200 lbs. to suit soil conditions, and the heavier all purpose model with weight adjustable from 375 to 1400 lbs. The latter model carries a 15-gal. sprinkler tank which supplies water to wet both rollers and minimize sticking of asphalt.

Both models are powered by a reliable and economical 2½ HP Briggs & Stratton engine, equipped with a manually set governor through which set speed is maintained up and down grades.

GOLFSCOPE, NEW RANGE-FINDER

Golfscope is a new pocket range-finder which, held at arm's length, sights the pin, tells the distance to the green and—what club to use. It's a simple, handy aid that takes the guesswork out of determining distance, and helps guard against over, or under playing shots. It was invented by Warren Gillon, Gillon Products, San Maeteo, Calif., for many years in the Research Dept. of Eastman Kodak and has been developed along the same scientific

Monroe FOLDING BANQUET TABLES

Direct Prices and
Discounts to
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Lodges,
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Hotels,
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CATALOG**

Manufactured By

THE Monroe COMPANY
12 CHURCH STREET COLFAX, IOWA

lines as photographic equipment. The pocket size distance calculator has enjoyed a lively demand since its introduction last fall. Full details from Gillon Products, above.

THOMSON MADE SPALDING'S GOLF RELATIONS DIRECTOR



Jimmy Thomson, widely known for his long-hitting performances and as a first class tournament performer before World War II, recently has been put in charge of Spalding's customer relations in the golf field. Jimmy's office is at A. G. Spalding & Bros., 161 6th ave., New York 13.

He's been with Spalding for years and making a nation-wide beat. Jimmy knows the home club pro problems and the tournament player troubles; both from experience. He also knows a lot of the answers. He's one of the best-liked guys in the business.

TEE MATS

★ For the **FINEST, LONGEST-WEARING** and **MOST ECONOMICAL** Tee Mat on the Market!
Nationally acclaimed by golf clubs and ranges as the best buy.

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Rave Notices for "CADDY TIPS"

"A contribution to game of golf."
— United Press

"Caddies get advice on how to win friends . . ." — Quick Magazine

"Sparkling piece of work that could be used to good advantage by every golf course." — Earl Flora, Journal Sports Editor

"Many clubs would be wise to provide it for members as well as caddies." — Brad Wilson, Dispatch Sports Editor

Send check or money order for 2-color, 16-page caddy trainer-recruiter booklet. Only 25c each in bulk orders.

NICHOLAS POPA, 331 W. South St. Worthington, Ohio

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For the Golf Professional Trade



*A Tablecut Glove

Styled and designed for better golfing. Manufactured from selected imported leather, by *Master Craftsman.

Write for prices and literature
Manufactured by
PERRELLA GOLF GLOVES INC.
Gloversville, N. Y.

Available in a complete range of sizes for men and ladies.

GOLF RANGES

MINIATURE COURSES

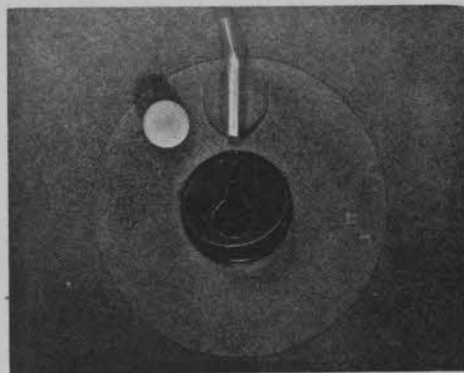
We can furnish you
COMPLETELY

Prices and Details on Request

EASTERN GOLF CO.
2537 BOSTON RD.
BRONX 67, N. Y.



Dept. A



NEW INDOOR PUTTING DEVICE

The Hartung Co., 4200 Arthur Avenue, Brookfield, Ill., announce a putting cup with new type ejector plate which pops ball return up with simple mechanism operated by toe or club pressure. Simulated grass matting covers both putting cup and eight ft. putting carpet. Packaged as unit, entire set comes in 19" x 4" green imitation leather carrying case. For prices and literature write Hartung.

GOLFER'S HANDBOOK 1953 EDITION IS ISSUED

The Golfer's Handbook, published by Golf Monthly, 56 Annandale St., Edinburgh 7, Scotland, 1953 issue has been published. The book is a standard reference work containing records of competitions in Britain and many other championships elsewhere, vast historical and biographical data, innumerable facts of unusual happenings and situations in golf, and lists of British and other foreign clubs.

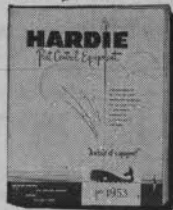
DE WITT PUBLISHES YEAR BOOK

Wm. O. DeWitt, PO Box 472, Miami 3, Fla., has issued the first edition of his Golf Year Book which lists about 4300 golf clubs in the U. S. and about 500 in Canada, a directory of golf club supply sources, tournament records and the Rules of Golf.

DeWitt has been at work on this job for several years and after numerous and discouraging setbacks has completed his task in a very commendable manner, especially considering the extreme difficulty and expense of approaching completeness and accuracy in such a compilation.

Specialized Golf Sprayers

For applying insecticides, weed control, liquid fertilizers, spraying greens, trees, shrubs, water painting and general use. Ask your dealer — write for catalog.



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For Lowest Cost Weed Control

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North Collins, N. Y.

JUST OFF THE PRESS!

THE NEW 1953

WITTEK GOLF RANGE SUPPLY CATALOG

Your source of supply for bigger money making in range operations.

Clubs, balls, tees, mats, carts, ball-pickers, baseball batting practice machines and equipment. Many other items.

Write at once for your free copy.

Wittek GOLF RANGE SUPPLY CO.
5128 W. North Ave. Chicago 39, Ill.



PRO-GRIP NON-SLIP POWDERED RESIN

This Resin comes in a plastic squeeze-type bottle. One squeeze and the desired amount is applied. Packed in display cartons of 12; retails at 50¢.

MANUFACTURER'S SPECIALTY CO.

2736 Sidney Street
St. Louis 4, Missouri

RUBBER TIRE TEE MATS

36" x 60" \$12.00 Ea. 46" x 60" \$16.00 Ea.
Freight Prepaid

TIRE LINK MATS

Any Size — to your specifications —
66c Per Square Foot

RUBBER TEES

\$2.00 Per Dozen

Write for Illustrated Folder
and Complete Information

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GOLF RANGE

and

MINIATURE COURSE SUPPLIES

SHAG BALLS

Write for Details

A. W. MORGAN

470 Palisade Ave.
Yonkers 3, N. Y.

CLASS LESSON

(Continued from page 69)

the one who's most at fault. But in considerably demonstrating how the incorrect swing can be given a simple and effective correction you and your pupil put on a helpful demonstration.

Get your lessons organized so there will be good balance between explanatory and directing talk, and action.

And when you finish the series you might put on a chalk talk telling the pupils how to play a course, but it's better to get a couple of pros with you and play, perhaps 9 holes, explaining the why of the shots and selecting from your class various pupils to play shots and tell why they are going to make certain shots, and how they are going to apply their lessons in making the shots.

National Golf Day, May 23, To Be Gigantic Event

National Golf Day, sponsored by Life magazine and the PGA, has been set for May 23, with Julius Boros, defending National Open champion, playing a round at Oakmont CC, Pittsburgh, Pa., scene of this year's National Open, and against Boros on handicap basis at their own clubs there will be many thousands of golfers.

The same procedure as in 1952 when about 80,000 golfers paid their \$1 entry fee and played at their clubs against Ben Hogan's round at Northwood CC, Dallas, will be followed. Last year 14,667 golfers from 2,114 clubs beat Hogan on a handicap basis. Ben went one over.

This year Horton Smith, PGA pres., estimates there'll be at least 150,000 golfers participating. Life magazine won't estimate. Pros and club officials in numerous instances believe the 1953 entry list will surpass Smith's estimate as the initial event proved so highly successful that many regretted that they and their clubs didn't get in.

The fund collected is split 50-50 between

• BENT GRASS •

Stolons and Sod. Washington — CI —
and other recommended strains.

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.