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PAR TUBES are Strong — Moistureproof — They are endorsed by Pros and Amateurs alike as a great idea for keeping grips in fine condition and protecting clubs against marring by careless handling.

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Oval or Round Type Bags

The Siebenthaler firm has been operated in Dayton since 1870, when it was established by John Siebenthaler, grandfather of the present operators, John and George Siebenthaler. The company has four large growing areas in and around Dayton and now has more than 10,000,000 tree, shrub, flower and evergreen plants.

Athletic Field, Playgrounds Turf Men Active in So. Cal.

By TOM MASCARO

Southern California has many claims to fame. Add to the list that Southern Californians were the first to form an Athletic and Recreational Turf Association. Although it is the first group of its kind, it shows promise of becoming a strong turf association. The organization is built on the spirit of cooperation among the members.

This association had its inception in May 1950, when the Southern California Conference on Turf Culture met at UCLA. The attendance of 275 consisted mainly of turf men from golf clubs in Southern California. Also invited to the meeting were a number of men from the nearby Schools and Park Departments. It was the first Turf Conference for many of these.

During a question and answer period at the evening meeting, Frank E. Collier requested a showing of hands as to how many would be interested in an organization dealing with Athletic Fields and Recreational Turf Areas. More than 20 responded, and this was the nucleus for the present Athletic Fields and Recreational Turf Association.

An organization committee was formed, and a meeting called on August 24th at the Los Angeles Coliseum. Over 40 were present. Carl Bloomfield presided and an election of officers was held with results as follows:


PNEU-MAT-RUNNERS

Are Spike-resistant, Tough and Durable
Protect Clubhouse Floors from Spikes
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Write Today for Details

SUPERIOR RUBBER MFG. CO., INC., 122 East 25th St., New York 10, N. Y.
A January meeting was called of those on the mailing list. At the gathering of about 50, the bylaws were adopted, and the officers elected in August were re-elected for another year.

Bylaws are flexible enough to allow membership of persons attached to many phases of turf maintenance, who normally would not fit into the existing turf organizations. Bylaws call for quarterly meetings. Programs for the past year consisted of field trips with a short business meeting usually held at the noon hour. Dues are $3.00 per year.

Attendance at meetings has been growing steadily. At the November 14th Conference there were 92 present. A mailing list of 162 is now in use. Men have attended from as far away at Bakersfield, 125 miles to the north, and San Diego, about the same distance to the south.

The primary purpose of the organization is to act in cooperation with the UCLA Turf Program, toward the solution of specific turf problems pertaining to the construction, renovation and maintenance of athletic field turf. Secondly, the organization provides opportunity for group discussion of other phases of athletic field operation, such as construction and maintenance of ball diamonds, running track and any other general problems. The experiences and observations brought out in group discussion help the individual superintendent to do his job more efficiently. This work was begun under direct charge of John Gallagher, working under Dr. V. T. Stoutemyer, of the University. Gallagher was of great help to the organization, and is sadly missed since he left for advanced work at Penn State.

Cooperative work with U-3 Bermuda-grass is being carried on by Occidental.
College, the Rose Bowl, and the Department of Buildings and Grounds at UCLA. U-3 has been under test on the football fields of all three cooperators. This grass has several excellent characteristics but at the present time the main objection seems to be the expense of getting it started on the fields. Being a sterile grass, no seed is available for propagation. Further tests will be made with U-3.

At the 1952 election, Frank Schacht of UCLA succeeded Frank Collier as president. William Ray Noel of El Camapo College became the new Sec-Treas. Charles Wenger again is vice-president.

At the meetings subjects such as pest grasses, fertilizers, aerifying and various new types of equipment are being discussed and demonstrated. Much interest is shown. Growing attendance testifies to the success of the new organization.

**BOOK REVIEWS**

**GOLF IN ACTION.** By Oscar Fraley, pictures by Charles Yerkow. Price, $2.95. Published by A. A. Wyn, Inc. 23 W. 47th st., New York 36. — Fraley, United Press sports writer, and a veteran in covering golf, writes terse and helpful comment on more than 770 continuous action pictures taken by Yerkow.

The subjects of the motion pictures are Jug McSpaden, Jimmy Thomson, Lawson Little, Bob Hamilton, Vic Ghezzi, Ray Gafford, Jack Burke, Claude Harmon, Craig Wood, Toney Penna, Johnny Spence, Buck White, Herman Keiser, Al Cuci and Horton Smith. The grip pictures are especially good, being taken from over each player’s shoulders.

Fraley has the fellows illustrating strokes with different clubs and although there actually isn’t much difference in the ways the stars individually swing with most of their clubs there are very interesting differences in the styles of the fellows. This is a picture book that will help many pros in their teaching as it gives an abundance of clear pictures that show details the golfers must learn.

**SWING THE CLUBHEAD.** By Ernest Jones, with David Eisenberg. Price $2.75. Published by Dodd, Mead and Co., N.Y.— This is the third of Jones’ books on his “swinging the club” theory which has stood up so well over almost a quarter century that Jones is rated one of the world’s top golf instructors.

Basically, the Jones idea is that the right swing comes from hand and finger control of the club and when that’s correct the pivot and the arm work follow naturally. He’s done great with this main idea in teaching national champions and some who, much to everyone’s surprise,
have broken 85 despite their inherent clumsiness.

The long controversy about the Jones "swing the club" idea will sell many copies of the latest book by Ernest and the book explains clearly why Jones pupils get results from their lessons. His lesson calendar has been so crowded for years he does a pupil a great favor by taking him; and anyone in that position has something bound to interest every pro in the game.

RUTGERS ANNUAL TURF FIELD DAY
The Annual Turf Field Day at Rutgers University is scheduled for Tuesday, August 5, 1952. The tour will start at 1:30 P.M. from the Turf Plots at the College of Agriculture Campus, New Brunswick, New Jersey.

U.S. WOMEN'S OPEN, JUNE 26-29
The U.S. Open Championship for Women will be played June 26-29, at the Bala Golf Club in Philadelphia, Pa.

A purse of $7,500 has been guaranteed by the Philadelphia Inquirer Charities, Inc., sponsors of the tournament.

Red-E Tractor Co., Richfield, Wis., now making the Dump trailer and Dual Dump trailer widely used on golf courses and in park maintenance.

Trija Golf Club Corp., 2820 NW 7th ave., Miami, Fla., making a couple of putting practice cups for use indoors and selling a raft of them at a quarter a set.

Graham R. Treadway resigned as president and director of the Horton Bristol Sales Corp., effective April 30, 1952.

SMITH AND BURKE GET BONDS

Honorary Hospitality Bonds issued in conjunction with the 6th Annual NATIONAL JAYCEE JUNIOR golf tournament are presented to Horton Smith (left), PGA president, and Jack Burke, Jr., 1952's leading money winner, by Don Neer, (center) U.S. Junior Chamber of Commerce Sports Director. The Jaycees will stage their week long event at the Eugene (Ore.) CC, August 11-16.

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.
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"

SEND ME IN, COACH

Fred Bowman, pres., Wilson Sporting Goods Co. (L.) looks over Ed Rankin (Walter Hagen div. gen. mgr.), Old Master Sarazen and Sam (Ft. Knox) Snead, prior to T-hour at the Masters. Sam looks like he is in a serious mood and wants that Masters’ first money. He got it.

INSECTICIDER — NEW INSECT KILLER

Among golf clubs and other clubs where summertime’s flying insects are a continuing nuisance because of the constant flow of traffic in and out of clubhouses a new machine known as the “Insecticider” should bring welcome relief. The insect killing machine, said to kill all flying insects, is the latest development of Columbia Chemical Co., 154 E. Erie St., Chicago, manufacturers of Glyco-Master air purifying equipment. Light in weight, it has the appearance of an attractive bowl shaped wall lamp. Its lower section is equipped with a thermostatically controlled electric heating unit which vaporizes Lindane powdered crystals placed in the upper section. One ounce of Lindane crystals, a safe and effective insecticide, will last 28 days and treat 15,000 cu. ft. per hour. The unit has an automatic

LIQUA-VITA

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The Complete Liquid Plant Food for Golf Greens

"Ask the man who uses it!"

“I have been using your Liqua-Vita on my greens during June, July and August for the past 4 years and wish to express my complete satisfaction with results obtained. No burning — even distribution — good color. Applied with the fungicide, it practically pays for itself in labor saved. I wouldn’t be without Liqua-Vita for summer feeding.”

Charles Shirey, York Country Club, York, Pa.

AMERICAN LIQUID FERTILIZER Co., Inc.

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May, 1952
GOLF'S TOP EXHIBITION
The Master of Golf Magic

JOE KIRKWOOD
with his entertaining and instructive
TRICK SHOT SHOW and CLINIC

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RETAIL SALES.

CONSTRUCTION & MAINTENANCE
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3441 N. Claremont Ave., Chicago 18, Ill.

shut-off and a pilot light and meets all federal and state requirements. Full particulars from Columbia Chemical on unit cost and Lindane refills.

BETTY DODD SIGNED BY HILLERICH & BRADSBY

Betty Dodd now is making the girls' tournament circuit and demonstrating at girls' schools golf classes, as a member of the Hillerich & Bradsby Co. advisory staff.

Betty's father is Brig. Gen. Francis T. Dodd. Betty (Elizabeth H.) has spent much of her 21 years traveling as her father's army assignments moved the family. She attended high school and junior college at San Antonio, Tex.

She took up golf seriously three years ago and was semi-finalist in the 1950 Trans-Mississippi and semi-finalist in the 1951 Women's Southern. The lassie has a delightful personality and she'll do O.K. developing as a pro golfer and a golf businesswoman.

Watson Distributing Co., PO Box 4624, Houston, Tex. has new illustrated folder on Arthritis Special, the gasoline-engined golf buggy that is making it possible for so many with arthritis, high blood pressure and other disabilities to enjoy golf. The Arthritis Special conveyance is becoming quite a common sight on courses and is getting strong endorsement from doctors, pros and users who otherwise wouldn't be able to play.

PUTTING POP IN THE MIDDLE

That dapper gentleman in the middle is Ed Oliver, Sr., pappy of Porky as you might easily guess without any cut line. The distinguished party at the right is Wilson's Claude Hastings, who is giving Sonny Oliver an important item of the Oliver diet.
**EASTERN GOLF CO. HAS 25th BIRTHDAY IN NEW BUILDING**


Ralph DeSalvo started the company as a golf ball reconditioning operation. He did so well with that and established himself so solidly that his company has expanded into doing considerable business not only in reconditioning balls but in all other equipment for golf ranges and miniature courses.

**SPALDING PICTURE BOOK**

Spalding's 1952 collection of Willard Mullin's entertaining cartoons of sports personalities and oddities in the records, is presented in a book you'll see with the above cover. The book differs from former years in that the newspaper ads are not reprinted in book form but all of the unusual incidents in the book are original selections appearing for the first time in the Sports Show series.

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**GOLF PRINTING**

Score Cards - Charge Checks
Greens Maintenance Systems
Caddie Cards - Handicap Systems
Forms for Locker and Dining Rooms
and for the Professional.
Fibre and Paper Tags
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Featuring
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Order Now For Spring Tournaments.
Free Delivery on Prepaid Orders.
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Sports Awards Co.
429 W. Superior St.
Chicago 11, Ill.
CORRECTION IN BOSTON: SNEAD WON THE MASTERS

Wilson's advertising department sends mats of ads to 60 metropolitan newspapers and in case one of the Wilson staff wins a major tournament the papers have instructions to insert the name of the winner in the ad and let the presses roll.

After Snead won the Masters the Boston (Mass.) Evening American slapped Sammy's name in an advertisement for other golf equipment by mistake. Due to considerable previous advertising associating Sam's victories with Wilson equipment the error was widely noted. That's the way it goes; make a mistake and almost everybody catches it. Wilson got out ahead as the paper ran a correcting ad on Sam's second Masters' victory the next day.

HAGEN ISSUES PRO SALES AND REFERENCE BOOK

The Walter Hagen Co., div. of Wilson Sporting Goods Co., has done an excellent job for pro businessmen with its new Walter Hagen Professional Golfer Sales and Reference Book. It is a large, leather-bound loose-leaf book containing valuable information on merchandising, shop layout, club repairs, the Hagen catalog and history of Hagen and the Hagen company's contributions to clubmaking.

The merchandising section in itself is a fine short course in buying, record-keeping, display, advertising and sales methods, credit, inventory control and relations with club officials and members. The shop layout section also contains valuable suggestions for improving shops.

Inventory control forms and purchasing forms are furnished along with the book. Something else that may be had by master pros is the Hagen appointment book which has the half-hour spaces for every day for a year.

This Hagen sales and reference book with its loose-leaf makeup and tab indexing is a great start for the pro who wants to make his own business manual. Business magazine articles and other material may be inserted in the book for reference and the pro soon will have a highly valuable book.

The course superintendents have gone into the reference library angle to the extent that it's been exceedingly helpful to them, and the pros can take a tip from their team-mates by making use of the Hagen binder and basic material in compiling their own compact reference file.
9 OUT OF 10 . . .
MINIATURE GOLF COURSES
Built At Golf Driving Ranges
Were
Built By ARLAND
From Coast to Coast
All Over America
ARLAND
444 Brooklyn Ave. New Hyde Park, N.Y.

WITTEK CATALOG FEATURES
NEW ITEMS FOR RANGES
Driving range operators will find many practical items needed for the management of successful ranges in the 1952 catalog of Wittek Golf Range Supply Co., 5128 W. North Av., Chicago 39, Ill. In addition to a comprehensive line of range balls, clubs, ball pails, tees, etc., for ranges and miniature putting courses, the new Wittek catalog features the new Wittek Batting Practice machine which many ranges are installing to supplement their income. The batting machine is coin operated and has an automatic feed which draws on a hopper with a capacity of 500 baseballs.

Another leader in Wittek's 1952 line is the Magic Fog machine, an inexpensive fogging attachment readily attached to gasoline operated mowers. The unit, introduced last season, has proved its effectiveness in ridding range property of mosquitoes, flies, chiggers, and other pests. Rounding out the catalog's contents is a line of regular golf course equipment including clubs, golf carts, bags, jackets, head covers and other accessories. The catalog will be sent free to those writing the Wittek address above.

Wilson Sporting Goods Co., Chicago has issued its 1952 press-radio-TV biographical and record books containing material on Wilson men and women advisory staff members and much record data on major tournaments. It's valuable reference work for those who write or broadcast golf.

NINE MODELS IN 1952 LINE OF SKEE RIEGEL GOLF SHOES
The Ted Bishop Co., 101 Tremont St., Boston, Mass., recently completed mailing to the professionals a colorful folder illustrating this year's models of Skee Riegel lightweight golf shoes. Five models of women's shoes and four of men's are included in the line, four of the women's models having lug soles and two-tone color combinations. The pro mailing folder pre-

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36" x 60" $9.90 Ea. 46" x 60" $13.20 Ea.

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Golf Course Architect
209 E. 49th Street
NEW YORK 17, N. Y.

sents the entire line in the colors in which each model is available and lists the sizes and retail prices. The new Skee Riegel elastic golfer's belt is also described. Skee Riegel golf shoes are sold through professionals exclusively. For complete details, and the 1952 folder if yours failed to reach you, write Ted Bishop at address above.

NEW SALES AGENCY FOR PRO TRADE
Fred Haas, until recently gen. mgr. of the professional dept. of Golfcraft, Chicago, has organized a sales and distributing agency under the name of Fred Haas & Associates. The new selling organization is engaged in assembling equipment, supply and accessory lines for distribution through golf pro shops and invites inquiries from manufacturers seeking pro outlets. Haas for many years was one of the best known professionals in the south and was first management committee chmn. of the PGA National Golf Course at Dunedin, Fla. His associates are seasoned salesmen in pro shop merchandise lines. During his many years of service to the game Fred has made a host of friends throughout the golf pro trade and their best wishes are with him and his associates in their new business. Headquarters are in Chicago, P.O. Box 900.

NEW SALES AGENCY FOR ACUSHNET
Robert R. Clark was recently named to the sales staff of the Acushnet Process Sales Co. and has taken over in his new territory which includes Arkansas, Colorado, Kansas, Wyoming and parts of Missouri, Nebraska and South Dakota.

Bob was born in Dunfermline, Scotland, and came to the United States in 1930 to settle in Cleveland, Ohio. His introduction into golf was made under the guidance of Dave Livie, then Pro at the Shaker Heights CC, Cleveland, O. Bob later served as assistant to Livie at the Charlotte (N.C.) CC.

He began his selling career as a representative for the Goodyear Tire and Rubber Co. before becoming affiliated with the E. J. Smith & Sons Co. of Charlotte, N. C. (distributor for the Acushnet Process Sales Co. in the South Eastern states) with whom he remained until receiving his recent appointment.

GOLFDOM'S Newest Star
PAUL HAHN
Will spend the 1952 season in exhibition work in the eastern sector of the country.
For information Write, Wire or Phone
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Phone: GLencove 5-7236

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