

for all its help as a means for keeping everybody happy."

Joseph Martino, whose National Lead empire has plants in all but two states of the Union and many foreign countries, is a golf enthusiast. He says, "Industrial leaders are more and more realizing the essential relaxation and other benefits derived from golf, both for themselves and their employees. I can visualize the time when every important corporation will own one or more golf courses for the pursuit of happiness, health and prosperity by its employees, management, stockholders and customers."

#### GOLF AT CHRYSLER

A recent summary of current recreation activities conducted by the Chrysler Corp., Detroit, Mich., shows the following interesting totals in employee participation in golf: 28 leagues with 289 teams of four men each in Detroit plants and 10 leagues and 106 teams of four men each in out-of-town plants. Total — 395 teams and 1,580 employees in league play each week.

#### Central Counties (Pa.) to Play Charity Event

CENTRAL Counties PGA Open championship of Pennsylvania will be played Sept. 14 at Centre Hills CC, State College, Pa., with net proceeds going to Pennsylvania Society for Crippled Children and Adults, Inc.

It'll be an 18-hole medal play event for Houts trophy and \$1,000 prize money. Entry fee is \$10. Harold Harrison, Centre Hills pro-supt., will appreciate help of other pros in getting strong pro and amateur field.

#### FOOT-JOY BROADCASTS WORLD AND ALL-AMERICAN EVENTS

Field and Flint Co., makers of Foot-Joy shoes, make their air ad debut in sponsoring radio broadcasts through station WOR, New York City, of the All-American and World golf championships at Tam O' Shanter GC, Chicago.

Harry Wismer handles the four broadcasts, with score reporting and sidelights of interviews with famed golfers in the field.

Tam O' Shanter scheduled \$60,000 for radio and TV coverage and \$20,000 for newspaper advertising of the championships.

#### Wm. P. (Billy) Bell, Architect, Dies at Pasadena, Calif.

W. M. P. (BILLY) BELL, 67, died June 21 in a Pasadena, Calif., hospital, 24 hours after being stricken by a heart attack. Bell was one of the foremost golf architects and was a past president of the American Society of Golf Course Architects. The organization held its latest annual convention at Ojai, Calif., in his honor. He'd designed and built the Ojai course among the more than 70 courses he created in the west.



Bell was born in Washington, Pa., and 40 years ago moved to Pasadena to engage in course maintenance work. He was one of the best of the pioneer greenkeepers, and did much to develop a high standard of western course maintenance. From course maintenance he went into course architecture and was responsible for originating or modernizing many of the west's finest courses. With the late George C. Thomas he designed and built the Riviera and Bel Air courses in Los Angeles. Tamarisk at Palm Springs is the best known nationally of his recent works, although he designed and built a number of other new courses of championship character. He also designed and built courses in Hawaii and the old Agua Caliente course in Mexico.

With his extensive experience in turf development, course maintenance, course design, and construction and operating engineering showing in his successful work the demand for Bell's services was great. He was fortunate in having his son, Wm. F., enthusiastic about golf work. Young Bell's education was directed toward golf course design and construction, and after his war service he became a partner of his father in Wm. P. Bell and Son. Wm. F., who has been doing a large part of the firm's work during the past three years, will continue to keep the name Bell high in golf course work.

Billy's widow, Mrs. Anna K., and their daughter, Mrs. Marjorie Callahan, one of the foremost women golfers of southern California, also survive.

Funeral services at Pasadena were conducted by Rev. C. Pardee Erdman, an old friend of Billy, and prominent in golf.