

"TURFGRASS"

The American Society of Agronomy, at its Dallas, Texas meeting in November last year agreed to the use of the single word "turfgrass" as a descriptive term wherever appropriate. Chairman Fred V. Grau of the Society's Turfgrass Committee explained that the new word was coined to dispel any implication that work with turfgrass was connected with horse racing. The Society suggests that all American turfgrass conference groups seriously consider the adoption of the new term.

semi-dormancy will tend to keep turf in condition to resist weed invasion, whereas excessive moisture applications during these periods will encourage weed growth.

Thus, adjustment of watering practices to conform to climatic conditions may eliminate weed invasion and prevent waste.

The grass, the soil and the climate, then are the basic factors involved in the development of an efficient, satisfactory watering program. The soil factor lends itself to alteration and modification by man, but man exerts essentially no control over the climatic factors and only limited control insofar as the particular grass he may utilize for golf course turf. Since man is able to exert considerable influence on the physical and chemical properties of soil, it would appear that his efforts should be directed toward developing a soil medium as near ideal for the growth of turfgrass as practical limitations permit.

By so doing, watering more nearly in accordance with the requirements of a particular grass will become feasible and the golf course superintendent will be in a more favorable position to adjust his watering practices to meet changing weather conditions. Careful and considered attention to all three factors may do much to promote the efficient use of water, control weeds, and to eliminate waste.

SPALDING INCREASES 1954 ADVERTISING

In one of the biggest ad campaigns in the company's history Spalding's 1954 program is planned to register more than 80 million messages in consumer publications reaching every age group. Hitting hardest during the height of the selling season and with special emphasis on Spalding's Synchro-Dyned clubs and other golf equipment, the campaign will feature colored

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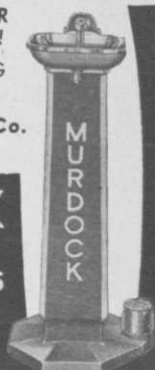
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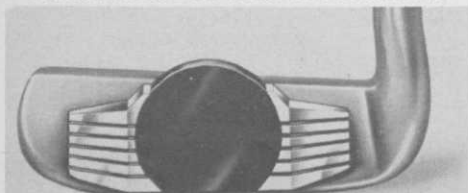


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ads in the major national magazines. Consumer sports media and 200 college newspapers will be used with golf getting the big play in the college campaign. Adding millions to Spalding's audience this year will be their broadcast of the 1954 National Tennis Matches.

STROKOSCOPE PUTTER ATTACHMENT



Golfers will be interested in a new accessory, Strokoscope, which attaches to any putter. It is designed to reduce the scope of vision and provide more nearly correct contact with the ball by means of a focal concentration guide. The unit is easily affixed to the blade of any putter with a special cement included with each unit which makes a solid metal to metal bond. Weighing about five-eighths of an ounce, the custom designed inlay of plastic is set in a precision milled aluminum casing. Details from Federal Products Co., 627 Grove St., Evanston, Ill.

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JACOBSEN NAMES NEW SALES REPS.

Jacobsen Manufacturing Co., Racine, Wis., has appointed five new sales representatives. Names of the men and the territory each will serve are as follows:

Ned J. Carlisle, formerly sales mgr., Stuver Brothers Co., Barberton, Ohio, serving eastern Ohio; Albert A. Nagel, Jr., formerly field service rep. for Montgomery Ward and for Ford Motor Co., the states of Georgia, Alabama and South Carolina with headquarters in Atlanta, Ga.; Harry H. Rieckelman, Jr., northern Illinois with headquarters in Glenview; E. C. Stedman, Jr., former retail dealer, western Pennsylvania and W. Va., with headquarters in Indiana, Pa.; Lewis J. Vassar, formerly Jacobsen western service rep. now will supervise sales in Pacific Northwest with headquarters in Portland, Ore.

WORTHINGTON BULLETIN FEATURES NEW POWER-TAKE-OFF ROTARY

The Worthington Mower Company of Stroudsburg, Pennsylvania, manufacturers of tractors and grass cutting machinery for 40 years, has just published an attractive two-color leaflet featuring their new model "72" Power-Take-Off Rotary Mower. The new bulletin, designated as W-114, gives

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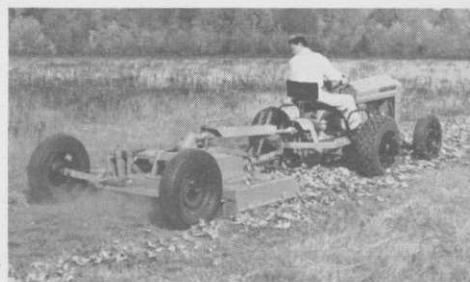
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 Suburb of Pittsburgh

complete details and specifications of the new twin-blade rotary mower, and was designed for use on golf courses, private estates, highways and parks.

One of the outstanding features of the "72", which can be used with a Worthington Model "G" Tractor or with any two-plow tractor with power-take-off drive, is the arrangement of the cutting blades. They



The Worthington 72" Power-Take-Off Rotary with a leaf-mulching attachment.

are staggered so that the rotational paths overlap, for full, even, streakless mowing . . . eliminating the need for angle towing the unit. Copies of the bulletin may be had from any Worthington franchised dealer or by writing directly to the manufacturer.

**CALLAWAY, HANDICAP SYSTEM
 INVENTOR, HAS NEW PUTTER**

Lionel Callaway, scion of a famed old golf family, for 25 years a pro at Pinehurst, and inventor of the Callaway system of handicapping, has invented an interesting new putter.

The Callaway putter, Lionel says, "is an instrument, not a club." It has a rectangular head and when the head is placed on the ground the shaft is upright in balance. The larger diameter of the shaft is at the head of the putter. Callaway, whose address is 544 N. Victoria Park Rd., Ft. Lauderdale, Fla., intends to have the putter in manufacture soon.

NEW MODEL RYAN SOD CUTTER

New, improved models of the Ryan Sod Cutter enable one man to cut an acre of perfect sod a day, according to the K and N Machine Works, St. Paul, Minnesota.

Both the Ryan Standard S-1 and the Coulter X-S-1 offer a choice of two engines as power sources — the 6 h.p. Wisconsin AKN or the Briss-Stratton Model 14 — which produce speeds of up to 100 feet per minute, easily cutting 4,000 to 5,000 square yards of sod per day. Handle-mounted finger-tip control of the engine clutch, cutter bar clutch and throttle add to the ease

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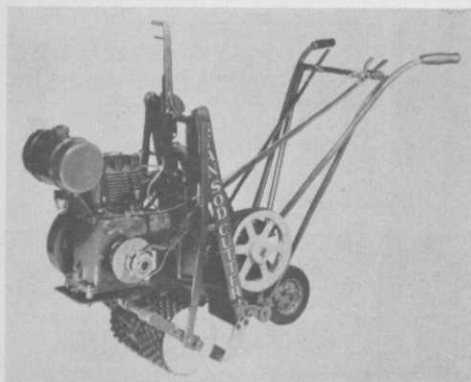
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FORECAST INCREASED SALES AT JACOBSEN MEETING

Sales representatives attending the mid-year sales meeting of the Jacobsen Manufacturing Co. were told 1954 will be a year of highly selective buying by consumers. In making the statement, Pres. Oscar T. Jacobsen, forecast increased sales for the year ahead saying strong personal selling, improved product quality and service will be major factors. Representatives were also told plans for the spring selling season in which emphasis on sales help to retailers advertising and promotion programs were outlined.

of operation. The new "knobby-tread" drive wheel provides extra positive traction while heavy dual ball-bearing construction reduces breakdowns and maintenance costs.



Both models are available in three standard widths: 12, 15 and 18 inches.

In addition, the Ryan Coulter X-S-1 features the coulter type disc which prevents tearing, pulling or fouling with grass roots by cutting the runners of "creeping" grasses ahead of the oscillating cutting blade.

WALTER CONKLIN BUYS NET COMPANY

Walter F. Conklin, for 23 years with R. J. Ederer Co., Chicago, has bought the Fish Net & Twine Co., 310 Bergen Ave., Jersey City, N. J. Purchase was made from Lewis Lichtenstein, owner of the company which

has been in his family for 104 years. Four years ago Lichtenstein suffered loss of both legs as a result of an accident. He is widely known in the sports net business as is Conklin who developed considerable business for Ederer in the golf and tennis net business. Conklin was vp and gen. mgr. of the Ederer company until its sale in Nov. 1953.

NEW TYPE GOLF TEE



A new type of golf tee called the Par Buster is now available for immediate delivery from the Tempo Sales Co., 2718 W. Farragut, Chicago 25, Ill. The tee is designed to help correct the common faults of hooking and slicing by giving the golfer points on which to align his stance and drive. Laying flat on any surface, the tee can be used over and over again. Additional information may be secured by writing the company.

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"JIM" SPALDING, NEW ASST. VP A. G. SPALDING & BROS.



Jim Spalding

James W. "Jim" Spalding has joined the Spalding Co. as Asst. VP of the Spalding Sales Corp. locating at the Chicopee, Mass., plant. Spalding, formerly account executive with Young & Rubicam Advertising Agency becomes assistant to George Dawson, Spalding Exec. VP.

Jim is a graduate of Hotchkiss School. After attending Yale University, he joined the Young & Rubicam firm where he remained until assuming his present position, except for a 5-year service with the U. S. Army from which he was separated as Captain in 1946. He is the son of H. Boardman Spalding, formerly Vice-Chairman and Treas., A. G. Spalding & Bros., currently a Spalding Director and a member of the law firm of Kelsey, Waldrop & Spalding, who serve as the Spalding Company's general counsel.

Jim is a member of the Yale Club of New York City and the Bronxville Field Club.



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CARMODY NAMED DISTRIBUTOR PAR-KAR GOLF SCOOTER

The J. A. Carmody Co., 1773 Board of Trade Building, Chicago, Illinois, has been named exclusive distributor of "Par-Kar" Golf Scooters in the northern half of Illinois—including the Chicago area—and in a portion of Indiana, according to an announcement by the Par-Kar Division of the C. W. Greenwood Manufacturing Co. of Neodesha, Kansas. The new '54 models of the Par-Kar Golf Scooters, may be seen in the Rapid Sales Company showrooms, 51 Lake Street, Maywood, Illinois.

AUGUSTINE ASCENDING ELMS PLEASE AT CLUBS

Augustine Ascending Elm, the columnar mutant of the American elm, first found and developed by Archie Augustine, noted nurseryman, has become popular in golf club landscaping for course installations where quick-growing upright trees are desired as architectural and beautification features and for clubhouse grounds where stately trees of uniform height are wanted without many years of waiting.

Decided success of the trees for golf club installation has been demonstrated by earlier installations, among which were those at Blue Hills CC, Kansas City, Mo.,

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Flint (Mich.) CC, Brandywine CC, Wilmington, Del. and other clubs. Many thousands also have been set out in parks, cemeteries, arboretums and in other landscaping projects.

The Augustine Ascending Elm indicates strong resistance to disease in extensive tests and extensive observation. The pioneer plantings made of trees about 5 years old and 2 to 2½ in. trunk dia., in 1927 now are 90 ft. tall and 30½ in. in trunk diameter.

In 1946 Wm. A. Beaudry, Chicago landscape engineer, at the request of Archie Augustine formed the Augustine Ascending Elm Research Assn., with headquarters at 932 E. 50th st., Chicago 15, Ill., to propagate and distribute the new type elm. Each tree shipped bears a permanent copyrighted metal nameplate on which is the registered trademark and a serial number enabling careful records to be kept of all Augustine elms.

Complete details will be supplied supts. on request by the association.

SWINGING AROUND GOLF

(Continued from page 26)

course, more than 50 years old, being modernized by demand of tourists among whom have been many Americans.

Golf Course Supt.' Assn. of America to hold 1955 turf conference and show at Hotel Jefferson, St. Louis, Mo., Jan. 16-23.

Annandale GC, Pasadena, Calif., \$323,000 clubhouse expected to be finished by contractors in April . . . Ben Hogan to play against the field on National Golf Day this year . . . Date and place of Hogan round not set yet . . . Hogan played against 80,097 on National Golf Day 1952 . . . Boros last year played against 120,614, including over 12,000 in Canada and 1200 in Mexico . . . 14,667 beat Hogan . . . 12,310 at 2,650 clubs in U. S. beat Boros.

Southwestern Turfletter, being published 6 times a year for supts. and green chmn. of southwestern clubs subscribing to USGA Green Section service . . . Marvin H. Ferguson, director Green Section southwestern office, Texas A&M college, College Station, Tex., edits the informative Turfletter . . . Western Golf Assn. enlisted 30 new member clubs in 1953.

Betsy Rawls and Byron Harchke, pro at Nippersink Lodge (Wis.) CC, on "Strike It Rich" TV programs . . . Betsy won \$250 to aid crippled youth and Byron scored financially for a Nippersink caddie hero of auto crash . . . Father and son tournament inaugurated at Palm Beach (Fla.) GC as annual event for holiday season . . . C. W. Wannop, mgr., The Breakers, Palm Beach,

(Continued on page 87)