

# Make your line for '54 the

## PAR-BAG DELUXE

*the finest ever made . . . regardless of price!*



"Step-down Keystone top ring carries up to 18 clubs! And look at these metal-reinforced, padded club-dividers, this holder for large umbrellas!"



"It's beautiful! Top-grain cowhide, harness leather trim . . . color-fast and waterproof too!"

"I go for this sponge-rubber lined, wool-padded shoulder sling! And this saddle brace gives it perfect balance, distributes the weight for easy carrying!"



"Copper rivets throughout, solid brass locks on all pockets. Brass hardware too!"



"It's rugged too! Shock-resistor steel bottom ring protects it on carts, the molded rubber, non-skid bottom is guaranteed to outwear the bag . . . and these three steel stays keep it in shape always!"



"I'm sold on this full-length locker pocket with tee, glove and accessory pocket, and on the pilfer proof, detachable zipper traveling hood stored inside. And look at the size of the ball-storage pocket!"

Your direct-from-factory Atlantic representative is now on his way to your shop. He'll give you complete details on the great new Par-Bag line for '54 —ready now for Christmas selling!

**ATLANTIC PRODUCTS CORPORATION, Trenton, N. J.—World's largest maker of golf bags**

chine were demonstrated), a visit to the golf teaching facilities where head golf instructor, Conrad Rehling, discussed the golf program at Florida, and reviewed maintenance procedure on the Univ. grid-iron and athletic fields.

An important phase of the conference included the business meeting and election of officers. Outgoing President Joe Konwinski, supt., Lake Worth GC, and vp Norm Johnson, supt., San Jose CC, were highly commended for the excellent way in which they steered the new turf association through its initial year. (The old Florida Association of Golf Course Superintendents is now defunct and replaced by the Florida Turf Association.) Real workhorse of the combination was William L. Barton, pro-supt., Carpenter's Home GC, Lakeland, who was re-elected secretary-treasurer. John Shabinger, supt., Palm Beach GC, was elected pres. for the coming year, and Lloyd Clifton, supt., Daytona Beach CC, was elected vp. New directors are: Nash Higgins, Dir. of Recreation, Hillsborough County Dept. of Education, Tampa; Joe Konwinski; Clinton Van Cleef, supt. of parks, Orlando; Ward L. Wood, supt., Everglades CC, Palm Beach; T. A. Johnson, mgr., Sylvan Abbey Memorial Parks, Clearwater; and Col. Frank Ward, supt., Bradenton CC.

### 200 Attend Turf Field Day at Ryewood Country Club

**A**BOUT 200 greens superintendents and others interested in fine turf production attended the fourth Annual Turf Equipment and Supply Field Day sponsored by the New York-Connecticut Turf Improvement Association held Sept. 23 at the Ryewood CC, Rye, N. Y. A well-planned program of demonstrations and contests, and perfect weather combined to make this a highly successful field day.

Twenty companies had exhibits of equipment and supplies used for developing and maintaining turf grasses, and a number of these participated in machinery demonstrations held during the afternoon. A putting green was available for demonstrating greens mowers and greens cultivating machines, and a large lawn area was used for demonstrating fairway tractors, gang mowers, leaf mulchers, and sprayers. A hole-in-one contest and a weed identification contest completed the afternoon's activities, with Henry S. Mattson as master of ceremonies.

Following the dinner held in the Rye-

wood CC dining room, Edward P. Brady, president of the association, introduced the Field Day Committee responsible for the day's events, guests present, and the speaker for the evening, Marshall C. Farnum, superintendent of the Philadelphia CC and former GCSA pres.

The Field Day Committee, headed by Ted Joswick as chairman, included William Doyle, John Edgar, Herb Johnson, William Sloan, Ben Zukowsky, and Townsend Keeler. Guests were Farnum, Dr. Ralph Engel of Rutgers Univ., Dr. John Cornman, Cornell Univ., Agar Brown, secy., GCSA, and Alexander Radko, USGA Green Section.

Mr. Farnum in reviewing "Golf Course Maintenance from the Days of the Horse and Buggy to the Mechanical Monster" noted that more is demanded of turf men today as machines have reduced the time required to complete certain jobs. He emphasized the need for investigating the cause of such problems as *Poa annua*, crabgrass, and clover rather than merely looking for a control measure, and suggested that each superintendent try new materials on a small scale under his own conditions until he is thoroughly familiar with them. Finally, Mr. Farnum cited the great progress in turf maintenance which has been made through cooperation between turf organizations, the agricultural experiment stations, and the members of the agricultural extension service.

Record attendance seems assured for Fourth Annual Central Plains Turf Conference at Kansas State College, Manhattan, Oct. 21, 22, 23. Benefits of previous conferences have caused smaller clubs in area to follow larger clubs' standard practice of regarding supts.' conference expenses highly profitable investment of a small part of the maintenance budget.

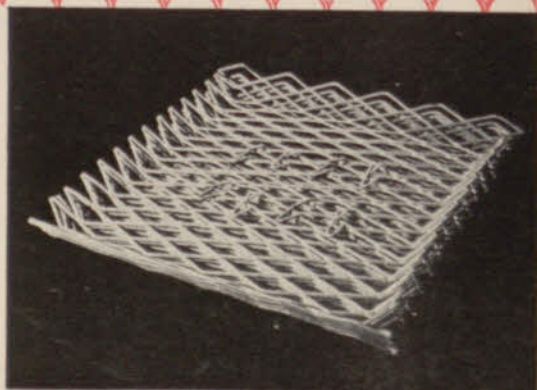
#### MAY GIFT CINCHES SCHOLARSHIP FOR MALARA, CADDIE RUNNER-UP

Because of a fellow who has made the grade, another young fellow named Frank Malara, just starting up the grade, is getting off to a strong start. George S. May contributes \$1,000 to the PGA-Nat'l Caddie Assn. Scholarship fund which will provide a scholarship for Frank, this year's runner-up in the National Caddie tournament. Frank, an Elmsford, N. Y., boy, was sent to the event by the PGA Metropolitan Section.

For a greener course...  
**WHEELING DIAMOND DRAG**

*produces a finer, more evenly pulverized seed bed when re-working greens and fairways!*

Grass seed really takes hold in Diamonddragged soil. First, Diamonddrag cuts up cloddy, lumpy newly turned earth... powders, agitates and distributes it evenly. Then, Diamonddrag gives a rolling action, covering seed to protect it from excess rain and foraging birds. Yes, Diamonddrag does two jobs quickly, efficiently... requires no maintenance... costs little. Write Wheeling for full facts.



For a cleaner course...  
**EXPANDED METAL REFUSE CONTAINER**



Ideal for keeping tees, fairways, club house grounds and other areas free of litter. One-piece expanded metal mesh will not unravel, has no sharp edges. Perforated bottom permits drainage. Write Wheeling for prices.



**WHEELING CORRUGATING COMPANY • WHEELING, W. VA.**



The Municipal Auditorium, Miami, Fla. (foreground), where the 25th National Turf Conference and Show will be held January 3-9, 1954.

## Supts. See Record Attendance for 25th Conference in Miami

**A**DVANCE plans of Pres. Leonard J. Strong and the officers and directors of the Golf Course Superintendents Association anticipate the biggest turnout in the history of the organization for the 25th National Turf Conference and Equipment Show to be held at the early date of January 3-9, 1954 in Miami, Florida. The 25th conference marks the first time the national event has been held in the Southeastern states and as an added feature the association will, for the first time, hold its annual tournament for the members in conjunction with the Conference and Show.

Equipment displays, the Educational Conference and other meetings will be held in the Municipal Auditorium in Bayfront Park, conveniently located to GCSA headquarters in the nearby McAllister hotel and other hotels along Biscayne Blvd., assuring ample accommodations and facilities for the record attendance expected.

Reservations for exhibit space by manufacturers of course equipment and turf maintenance materials are ahead of previous years and indicate another complete sellout of available space. Manufacturers and suppliers who plan to exhibit their products at the show and have not yet reserved space should notify Agar M. Brown, GCSA Secretary, Box 106, St. Charles, Ill.

Superintendents, club officials and turf specialists from all parts of the U. S. and Canada will be present for discussions of the practical application of the newest in research, materials, supplies and equipment now available for the development and maintenance of fine turf.

Informative sessions of the Educational Conference presenting and illustrating new methods and new products in dealing with problems of soil management, weed eradication, disease identification, reports to management, better use of chemicals or machinery and related items have long since demonstrated the value and benefits received accrue to the clubs whose men attend. Progressive officials of private and public courses, recognizing conference attendance brings beneficial results, include the necessary expenses as an important item in the course maintenance budget.

The program of the Educational Conference will include papers on recent turf research studies and practical maintenance procedures by the nation's foremost authorities. Separate sessions are being arranged for the discussion of warm season

**Turf Conference Ideas Pay Dividends —  
Read what progressive officials have  
to say — page 44 of this issue.**





STYLE 7830  
Luxurious Brown Saxon Coll  
Skin combined with rugged  
LIGHTWEIGHT construction  
methods.

# New ETONIC Lightweight

## Sensational Golf Shoes

for(e) '54



STYLE 7180  
Soft Brown Blucher combined  
with rugged LIGHTWEIGHT  
construction methods.

For the first time — a really rugged Golf Shoe weighing  
 $\frac{3}{4}$  of a pound less than the average golf shoe.

These new Etonic styles feature very flexible,

light cushion soles that can save you from lifting

an extra 7,500 pounds a round! (The average golfer takes 10,000 steps each 18 holes.)

Put this extra effort back in your game where it belongs.

See or phone your nearest golf pro — he can take your order.

**ETONIC** *All Weather*  
SHOES

FROM THE BOOTSHOP OF CHAS. A. EATON, BROCKTON, MASS. FINE SHOEMAKERS SINCE 1876

and cool season grasses. A full program for the ladies is being planned and will include bus and boat tours, a "brunch" and other entertainment events.

Host group assisting GCSA officials in staging the 25th annual meeting is the Florida Golf Course Supts. Assn. Joe Konwinski, Lake Worth GC, is the general chairman assisted by John E. Schabinger on Education; Otto S. Baker, District Show Sales; Philip Ammann, Entertainment; Glenn E. Byrd, Ways and Means; Ernest Felton, Reception; Wilbur Clark, Publicity, and Ward Wood, Transportation. Jim Thomson, Mohawk GC, Schenectady, N. Y. and Fort Lauderdale CC, is chairman of the golf tournament. Play will be 18 holes at the Plantation GC, Fort Lauderdale, and 18 holes at Miami Springs CC.

Golf turf and playing conditions have grown progressively better during the past quarter of a century. The golf course superintendent and the GCSA have been instrumental in bringing about this improvement. The annual conference is a continuation toward their goal of improved and economical management of turf. Will your club be represented in Miami in January?

### Turfgrass Progress Reported at Penn State Field Day

GOLF course superintendents, cemetery men, landscape gardeners, highway personnel, athletic field superintendents and directors from Pennsylvania and nearby states who are interested in keeping abreast of progress in turf research turned out in full force for the annual Field Day at Penn State, State College, Pa., con-

ducted by Dr. H. B. Musser.

The group inspected the many turfgrass plots, saw a wide selection of grasses under different heights of cut, saw the progress of the new polycross bents both in plots and nursery plantings and heard a summarization of the work Dr. Fritz Holbein has carried on for many years on nitrogen-potash ratio tests on bent grass. Dr. Holbein retires from the college this year after many years of research devoted to the advancement of better turfgrass culture.

Dr. Musser took the group through the Merion bluegrass nursery where one of his research students, Joe Deutsch, reported on progress made in selecting superior types of Merion. Thousands of individual Merion seedlings, germinated in incubators last winter, were planted in small plots, grown, and then set out in the nursery where off-types had been marked for observation and study by the Field Day observers.

Research student Miles Nelson reported on tests being conducted on soil compaction and water runoff, explaining that although final tabulations had not been made, in some instances there was as much as 90 per cent runoff on heavily compacted plots.

Dr. H. B. Sprague, newly appointed head of Penn State's Agronomy Dept., was introduced and received with acclaim. Dr. Sprague succeeds Dr. H. Albrecht, who has moved on to Director of Extension. Both men enjoy nationwide reputations through their work and research in turfgrasses. The 12,000 to 15,000 test plots under study at Penn State make it the most extensive program of turfgrass work in the U. S.



Group attending Turf Field Day, Penn State College, Sept. 9-10, make close inspection of Fescue plots following formal discussion by Prof. H. B. Musser and some of his students.

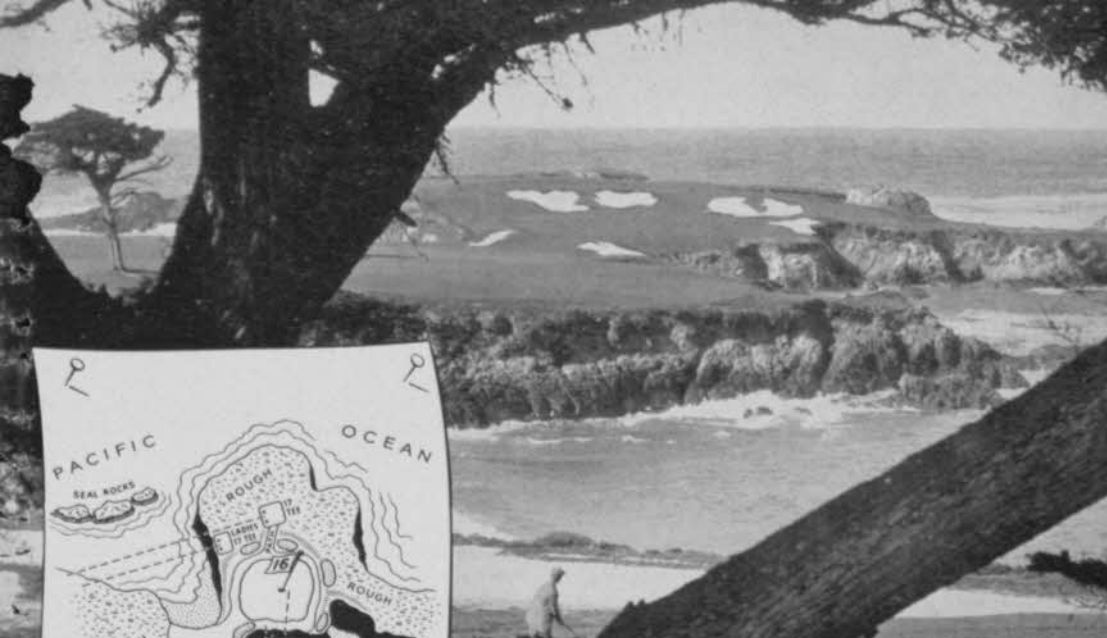
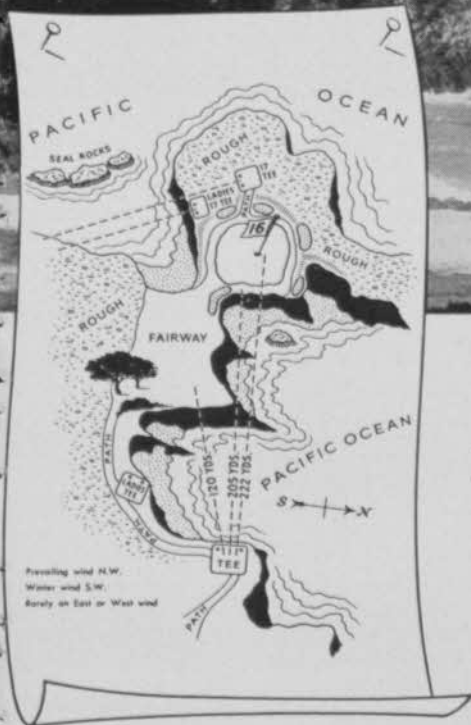


Photo by Julian P. Graham



ANOTHER *Sealand* PRODUCT

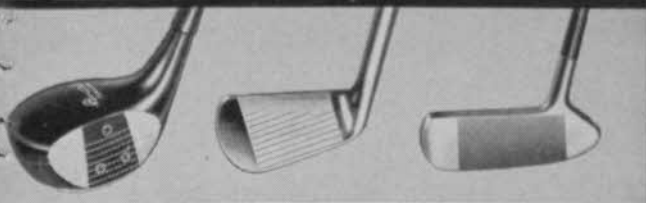
## THE 16<sup>TH</sup> AT CYPRESS POINT IS REALLY RUGGED!

*How would you play it?*

Every golfer yelps for help when he first sees the sensational, famous 16th hole at the Cypress Point Club, Pebble Beach, California! So Henry Puget, the Club's cordial Pro, advises:

*"The safest way to play this hole is over the short carry to the left with a No. 4 or No. 3 iron. A strong southwest wind demands a No. 2 or No. 1 iron with a slight hook. A northwest wind calls for a No. 4 or No. 3 iron played between the right edge of the bank and the Cypress trees to the left leaving only a short pitch of about 75 to 100 yards to the green. It takes a driver to reach the green for the average long-hitter; no less than a No. 3 wood for real long-hitters."*

## Bristol "Certified" Golf Clubs



FAMOUS BRISTOL FIRSTS: 5 Step Whip Action Steel Shaft — Hydro-Lok Tru-Grip with 20-20 Flite Guide. The Only Complete Matched Set in the History of Sporting Goods

Buy THE SPORTS BRAND MILLIONS DEMAND!

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RAIN-BEAU PRODUCTS CO.  
THE T. H. WOOD CO.

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Torrington, Connecticut

Since 1826

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# DeLuxe Shop at Durand-Eastman Muny Course

**A**RMAND LANNUTTI, professional at Rochester (N. Y.) Durand-Eastman public course, and Commissioner Dan Foote of the Rochester park board, collaborated in presenting golfers at the city's layout with one of the finest of public course pro shops.

The course itself is one that calls for a beautiful pro shop in keeping with the charm of the rest of the establishment. Its 18 holes are in the middle of the park and border Lake Ontario. There are 9 water holes on the course. The holes are through pine woods and have an interesting variety of architecture.

Price of season play for Rochester residents is astonishingly low. It is \$10 and was raised to that figure from \$5 two years ago.

## Class Gets Business

The basic idea of the shop design is that class never will scare off a prospective customer of a public course, and that the cost of an attractive shop represents economy in service, facilities and community prestige.

Wall of the club display section is of knotty pine. The unique club display fixtures are of wrought iron painted black. These display fixtures invite the shopper to handle the clubs, and permit easy, speedy cleaning.

The door and trimming of this section are painted dark green. The floor is covered with a green rug underlaid with a synthetic rubber material that keeps the rug long-wearing despite spike traffic.

In one small wing of the shop apparel is displayed. The merchandise is shown out in the open so the customers can get at it easily. Storage space is provided in the cabinets beneath the counters.

Especially attractive is the use of bright wallpaper in one half of the shop. The light and dark green palm leaves of the wallpaper contribute to the lively charm of the shop. You will note in this section the air circulation device. Shop temperature comfort often is a neglected factor.

The golf and street shoe display does big business. Display of shoes on top of the storage is frequently changed. Pool sandals also are sold. Professional Lannutti is showing a fancy new item of his stock to Miss Kern Haultman. That is nice work. Golfers of the type of Miss Haultman in great numbers around the courses would increase play more than Pres. Eisenhower's enthusiasm for the game.

The painting of Lannutti by Stanley Gordon of Rochester shows how highly the Durand-Eastman pro is regarded by his fellow citizens.

In the Lannutti shop there is a specially







designed case for balls and accessories. To the sides of the ball case are compartments for keeping the pro's business records. At the far end of the ball case is a separate case in which are displayed head-covers, gloves and other items. This case is on wheels and may be moved easily to another location in the shop.

Behind the ball case there will be installed a display of about 30 bags.

The shop is provided with comfortable and beautiful rattan furniture for the ease of the customers.

It has a lot of window illumination.

### Harold Clasen, Northland Pro, Drowns When Boat Overturns

Harold L. Clasen, 50, professional at Northland CC, Duluth, Minn., drowned, Sept. 10, when a boat in which he and Northland's course superintendent, Arthur Asplund, overturned while the two were fishing in nearby Island Lake. The accident occurred when Clasen attempted to change his position and both men were thrown into the water.

Clasen was a widely known and highly respected professional throughout the Midwest, enjoyed an active and varied career, was noted for his unselfish service, a devoted family man and held in high esteem by his fellow professionals.

He had been in professional golf for more than 25 years, beginning his golfing career as a caddie at Westward Ho GC in Chicago, later serving as assistant to Frank Goebel at Northwestern GC, Chicago dist., then professional at Cloquet GC; Country Club, Minot, N. D.; Detroit CC, Detroit Lakes, Minn.; pro-mgr., Ridgeview CC, Duluth, and in his present position since 1942. During the winter season he had served as golf instructor at many Florida clubs, including Country Club, Daytona Beach; Highland Lakes, Avon Park; and Seabreeze CC.

President of the Minn. section of the PGA from 1949 to 1952, he was appointed to the Teaching Committee of the PGA in 1952.

In addition to his work as a professional he was manager and owner of a bowling alley at the old Duluth Athletic Club and managed the Duluth Curling Club for several years.

He is survived by his wife, Delores, and a son, David, 18. They had been married 25 years.

Harold was a member of the First Methodist church and Masonic orders, including the Aad Temple of the Shrine.

### Charlie Hallowell Honored for 30 Years of Service

The night of Sept. 17, Charles K. Hallowell was guest of honor at a surprise testimonial dinner which reports indicate was the finest tribute of its kind ever paid to a leader in the turf and agricultural management fields. The event should have been televised for while Philadelphia can claim



Joe Valentine, supt., Merion GC, presents Charles K. Hallowell with inscribed book containing names of the 350 who assembled to honor him at testimonial dinner.

Charlie as their own County Agricultural Agent, he has been adopted by men in the golf turf and "growing" business from coast to coast.

Since mid-September 1923 Charlie has worked tirelessly for the betterment of golf course, garden, lawn and kindred fields of agriculture in Philadelphia County, yet found time to contribute his valuable knowledge and observations far beyond his immediate sphere of activity. In the program of the testimonial are listed the highlights of Charlie's 30 years of service. Amazing how much a printer can get on one page.

Looking back, the Hallowell family can be mighty proud of that page as are all who know him. Mr. and Mrs. Hallowell were recipients of a beautiful gift from those attending, presented by Joe Valentine of Merion GC.

Many notables spoke at the dinner, including Pennsylvania's Lt. Gov. Lloyd H. Wood and State Senator Henry J. Popert.

What are your needs for 1954?  
Let GOLFDOM help you—  
Use the check-list on page 133.