

# Industry's Courses Become Valuable Golf Service

By JOHN M. BRENNAN

**A**STUTE industrial leaders are making vast strides in employee relations betterment and giving their employees a chance to "live like millionaires" by acquiring or building golfing properties.

In the New York Metropolitan district recently the International Business Machines Corp. opened its fourth golf course for employees at the former private estate of the late Solomon Guggenheim, copper tycoon. The 206-acre estate of the industrialist has a fine 9-hole course. The palatial 57-room Guggenheim home is being converted into a clubhouse superior, in many respects, to those of exclusive private clubs.

National Lead Co., which used to own picturesque Ponte Vedra, south of Jacksonville, Fla., is seeking a site in the metropolitan New York area for a golf course. Joseph A. Martino, president of the progressive National Lead Co., considered an offer from the syndicate holding Guggenheim's Trillora estate. Now he has another club in mind for a company course.

Bethlehem Steel Corp., whose board chairman, Eugene G. Grace, was lauded by the Metropolitan Golf Writers Assn. for his services to golf, not only was the key man in the building of the 27-hole Saucon Valley CC at Bethlehem, Pa., where the 1951 National Amateur was held, but was primarily responsible for another fine course, exclusively for Bethlehem's supervisory employees.

Steel corporations and their employees are especially active in golf. Besides the Bethlehem club there are steel company clubs of Republic Steel Co. at Gadsden, Ala., the U. S. Steel Corp. Employees' CC at Gary, W. Va., and the American Rolling Mill Co. Wildwood CC at Middletown, O., among others. The American Rolling Mill course is one of the two courses on which the Midwest Industrial Golf Assn. will have its eighth annual championship this year.

Among other metal industry corporations having employees' courses are Anaconda Copper Mining Co., at Great Falls,

Mont.; Carolina Aluminum Co. with the Stanley County CC, Badin, N. C., course and Kennicott Copper Corp. Utah Copper GC, Magna, Utah.

## United Shoe a Pioneer

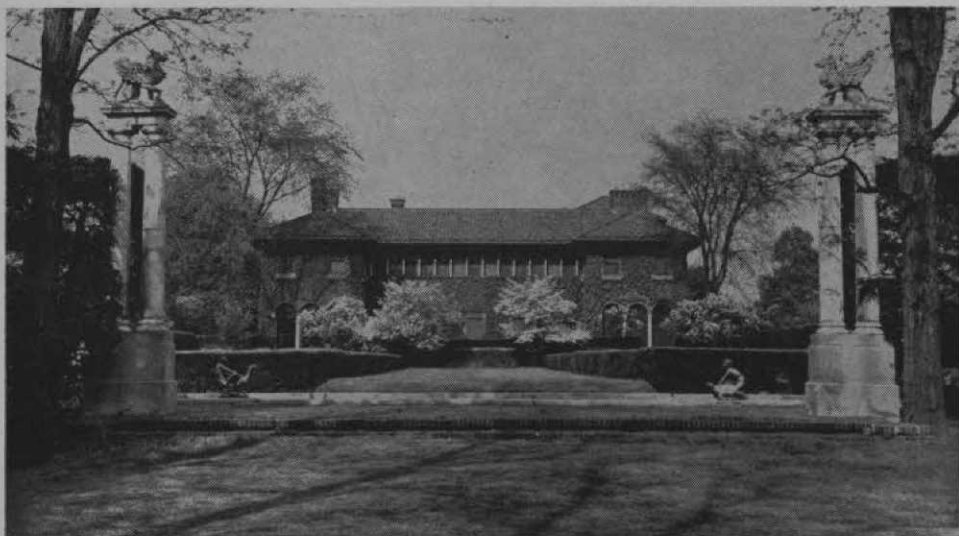
One of the oldest of the corporation courses is the United Shoe Machinery Co. course at Beverly, Mass., which was constructed in 1914. One of the newest of the corporation-sponsored courses is the General Shoe Corp. Bluegrass CC at Hendersonville, Tenn.

The National Golf Foundation's list of 76 company owned or leased golf courses undoubtedly is several courses short of the actual number in this category, according to Rex McMorris, director of the Foundation. However, it is sufficient to plainly indicate the great and growing importance of this phase of the game and its business. The list will be increased early next year when the excellent 18-hole and 9-hole courses of the National Cash Register Co. at Dayton, O., are opened for play.

Golf has been a mutually pleasant and profitable recreation operation for large corporations and their employees. The duPont companies have 45 holes at Wilmington, Del., a 9-hole course at Pennsgrove, Pa., and another 9-hole course at Seaford, Del. Hercules Powder Co. has an excellent 18-hole course at Wilmington, with full country club facilities which, it is said, a Hercules employee and his family can enjoy, for \$5 a day when they're using the club, recreation that would cost many times that amount at private club charges.

General Electric Co. has a fine 27-hole golf establishment at Rexford, N. Y., and another 18-hole country club at Erie, Pa., and is associated with one at Westport, Conn. G-E, with many of its employees young engineers, has the problem of attracting the most desirable of this talent from other competitors for promising young men and golf is a strong magnet.

IBM's experience has been typical of that of well managed business in establishing and operating country clubs for



Former mansion on Guggenheim estate now IBM clubhouse for company employees.

and with their employees. IBM bought its first course, the 9-hole Homestead layout in Endicott, N. Y., in 1935. Another 9 was added the following year. In 1942 IBM bought for its employees' use an 18-hole course in Toronto. In 1944 IBM bought the 9-hole course of the Poughkeepsie (N. Y.) CC and in 1948 added another 9. The recently acquired Guggenheim estate course at Sands Point, N. Y., is for the use of the company's employees (and their families) connected with IBM's world headquarters in New York City.

Ed Kuhn, with the IBM Endicott course for some years, is putting finishing touches on the Sands Point IBM club. The course now is a 3,320 yd. layout on Long Island's Gold Coast. Each hole is patterned after a famous hole in Scotland or England. Another 9 will be added.

Kuhn's work with IBM brings up the point that the corporations in golf have been wise and fortunate in their choices of pros. Kuhn is not the only corporation course pro chosen by fellow pros to be a PGA officer. The veteran Tom Mahan of United Shoe and John Budd of the Endicott-Johnson shoe company's En-Joie course are two others who come to mind. Supts. and managers of company courses also include a number of stars. Frank Tull, supt. of the Hercules Powder Co. course, and Wm. E. Lyons of Firestone CC are probably the best known nationally of these experts.

Wilmington, Del., of course is by a considerable length the capital of industrial

golf but Hershey, Pa., with 27 holes, gets a great deal of national publicity for its golf although the 18-hole championship course is not restricted to corporation employees but is made available for play by other Hershey residents and visitors. The other 9 holes at Hershey are a pitch-and-putt course.

The golf business itself has a bright demonstration of the value of a convenient course for employees in the course the Dunlop Tire and Rubber Co. has at its Buffalo plant. There the ball makers of the Dunlop plant share a good, heavily used course with the men and women who make tires and other Dunlop products. The fun of the game and the playing companionship of executives and workers is a decidedly valuable factor in smooth plant operations. Firestone and Goodyear are among other rubber companies also having very good golf courses for employees.

The textile industry, which has had the problem of making small towns attractive to employees, has made especially good use of golf courses in providing recreation facilities that employees rarely get in larger cities. The Spring Cotton Mills in the Carolinas have four courses that not only constitute enjoyable country clubs for the Spring employees but have added substantially to the pleasant character and recreation facilities of their respective communities.

Oil companies, too, have been active in employee course building, not alone in

the United States but in Central America. The oil and mineral companies have to draw good employees and their families to some rather remote localities and the job is to make those localities pleasant. A good golf course seems to do the job about as well as anything that can be devised.

#### **Corporations, Communities, Partners**

Besides developing mutually understanding and profitable labor-management relations when executive and employee golf together, the corporation golf course creates a community asset that increases the value of the employee's own home nearby, in many instances. In the smaller towns, particularly, corporation course membership is not rigidly limited to corporation employees. But even if the course takes in other members or daily fee play, the corporation employees' interests are primary and there is ample evidence of employees' pride of ownership and management of the course. Management, maintenance and scope of golf and other entertainment schedules of many of the company courses compare very favorably with operations at expensive private clubs.

In some instances companies have shared

with communities the cost of financing new courses as civic assets. Proctor and Gamble, through a subsidiary, the Buckeye Cellulose Corp., is sharing with local businessmen the cost of constructing a new course at Perry, Fla. The course will be an asset adding to the business and residential attractions of the town and will have a favorable effect on property values. In Minnesota a food company is sharing with communities the cost of providing or improving golf facilities to make the communities more attractive, especially to lively young people.

Decentralization of industry, with plants moving to smaller towns, is accounting for a great deal of attention to building company courses in the smaller places. But the smaller towns are not alone in the need of golf courses. Graham Ross, prominent Texas professional and PGA official, has pointed out that the rapid growth of industrial Dallas has not been accompanied by a commensurate growth in golf facilities for the new residents and their families, hence the lack of the sort of outdoor recreation that golf gives may be unfavorably reflected in production and

*(Continued on page 59)*

**View from clubhouse overlooking IBM's course for employees at Endicott, N. Y.**



lic Grounds Maintenance Handbook," which is available from the TVA for \$5 a copy.

Its chapter on turf, of course, will be of interest to supts., but other material not generally handy will be very helpful. Other material in the handbook includes details on building and maintaining roadways, parking areas and structures, materials specifications, planting and care of trees and shrubs, weed control and erosion control.

## INDUSTRY'S COURSES

(Continued from page 37)

attitude of workers who have plenty of pressure and monotony in factories, notwithstanding everything management can do inside the plants.

Garland B. Briggs, IBM asst. treas., in addressing the Long Island Public Relations Assn. recently said: "The excellent relationship between the IBM's top officers and run-of-office and factory employees is universally known. No doubt golf at our courses has played a major role in creating this most satisfactory situation. IBM is completely sold on golf

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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.