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Emerywood Country Club's professional, Boyd Jaeger, selects putter from display in corner of pro shop he's developed into member's favorite haunt with television as entertainment feature.

Five-Year Remodeling Program Makes Pro Shop Popular Spot

By **BOYD JAEGER**

Professional, Emerywood CC, High Point, N. C.

The pro shop at Emerywood CC is now reaching the climax of a "face-lifting" that began nearly five years ago. Perhaps it seems odd that it should take five years to remodel a golf shop. But ours was to be something different — to have something we thought all shops should have, but few had acquired. We wanted a feeling of relaxation, a feeling of friendliness — a feeling you have when you walk in your own home. And that was something that was impossible to capture in a short time.

Modernizing was almost secondary, but it had to begin with that. We panelled the walls, added new ceiling, rugs, lights, fixtures, drapes and built new showcases. Primary was our striving for warmth.

The lighting seemed to be the solution. For what we wanted to get was the atmosphere of a den . . . the comfortable informality, carefully tempered with our stock in trade. This golf game, of course, has a comfortable informality of its own but at Emerywood we have a number of non-playing members who use the golf shop for their relaxing hours.

So, with the lighting installed indirectly in the showcase which runs the length of one side of the shop, and nothing more than a lamp on the opposite side, the impression of commercializing was softened. And it even showed the merchandize more favorably.

Then, over the years, we have put on

our walls many pictures of our members—all in the same size frames and taken on our course. On one wall is a beautiful Blue Marlin which one of our members caught at Palm Beach and donated to his pro shop.

Play for Women's Business

We have tried to be sure that the lady golfer likes her shop. The overall picture had to be neat, and again, warm. We stocked her favorite golf skirts and sweaters as well as the clubs, shoes and socks. And many afternoons we have some of the ladies sitting in with us for a coke, even though they are not golfing.

In trying to plan my schedule for the season I found that too much time had to be taken by bookkeeping, inventory, billing and publicity. One of my members' daughters, Miss Sherley Redding, had shown a profound interest in the women's activities of the club. So I asked her if she would possibly like to handle this part of the business. She took over as full-time bookkeeper, secretary, press agent and to handle all ladies' events. This left me more time that could be devoted toward lessons, club events and the encouragement of junior golfers, a branch of the business that is wholly necessary.

We take a great deal of pride and interest in junior golf at Emerywood. This past season our Junior tournament received such great response that we inaugurated a Junior-Junior tournament. The field was made up of 9 boys and girls under 12 years with the youngest being 7½. Our reason for dividing the tournament is that we have a number of youngsters below the age of 18 who are very good players and the very young are left with little chance to win a prize. As we all know, if a youngster is able to win something it is much easier to keep him from being discouraged. Where normally it would take years for some of these children to win it is now possible for them to be small title-holders before they reach their teens.

Down here in North Carolina, we not only raise great golfers like Johnny Palmer, Clayton Heafner, Skip Alexander, Al Smith and others, we also raise great football teams and All-Americans. With fine teams like U.N.C., Duke and Wake Forest playing in the Big Time every Saturday, it is little wonder that there is a golfing slump during football season. In the past we have used the radio for Saturday fans but this year we added television. And we are glad to claim the "first" in this section for having TV in a golf shop.

The response has been wonderful. In the beginning, we felt that our members would only be interested in the week-end games, but now we find them dropping in

all through the week to watch various programs and to get together in their shop. On rainy off-golf days, we still have a crowd in the shop. That means friends and, ultimately it means good business.

Club Sales Up 20% in 1950

National Association of Golf Club Manufacturers reports that for the fiscal year ending Oct. 31, 1950, its members' club sales increased 20% over the preceding 12 month period.

During the 1950 fiscal year the association reports sales of 2,467,559 irons and 1,117,532 woods.

Surprising to many is the high percentage of wood club sales. High sales of new model irons have been so frequently discussed that the sales of woods — generally in 4-club sets — didn't get much comment during the year.

Carl Benkert of Hillerich and Bradsby, Pres., National Association of Golf Club Manufacturers, says "From all indications, all member companies of this association will be in position to take care of normal requirements of their customers during 1951."

Northern Calif. PGA Used Club Prices

Northern California PGA has suggested to its members fair trade-in prices on used clubs in good condition. Radical design changes in 1950 models of irons brought a flood of used clubs into the market as trade-ins to be applied on the purchase of new sets. Wide variations in the prices allowed by pros on the used clubs resulted from the shoppers often being smart traders and the pros being jockeyed into bidding for the used clubs and sometimes getting out of the deal with merely an exchange of dollars.

The situation tied up pro capital, gave him a used club selling problem and generally cheapened the pro market.

Northern California PGA members discussed what they could afford in trade-in allowances for used clubs that could be re-sold at 20% profit, decided upon the following ratings:

| | |
|--------------------|---------------------|
| 1950..... | 50% of retail price |
| 1949..... | 40% " " " |
| 1948..... | 35% " " " |
| 1947..... | 30% " " " |
| 1946..... | 25% " " " |
| 1945-44-43-42..... | New clubs not mfg. |
| 1941..... | 10% of retail price |

For clubs in "like new" condition of the current year's models a slightly larger trade-in percentage is regarded as O.K. by the pros and less than the rated percentage is allowed for clubs in bad condition.

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This great TOURNEY golf ball is the finest in MacGregor history for distance, accuracy and durability. Sold exclusively through pro shops.



A record number of greenkeepers present for the 25th anniversary of the NGSA greeted speakers at the opening session of the educational program of the annual Turf Conference and Show held in Chicago's Sherman Hotel, Jan. 29 - Feb. 1.

25th Year Sees NGSA Stage Top Conference and Show

The 1952 NGSA Conference and Show will be held at the Neil House, Columbus, Ohio, Feb. 3-8.

Officers and directors elected to serve during 1951 are: Wm. H. Johnson, Golf Course Mgr., Municipal Golf Courses, Los Angeles, pres.; Malcolm McLaren, Supt., Canterbury GC, Cleveland, O., vice pres.; Frank Dinelli, Northmoor CC, Chicago dist., John Price, Tulsa, Okla., and John Abbott, Toronto, Canada, directors.

Leonard Strong, Philip Cassidy and Willis H. Glover, holdover directors, and Agar M. Brown, re-elected sec'y.-treas. make up the new board.

years of marked achievement in improving the standard of American golf course maintenance and bettering the management of courses. Two factors accounted for the large attendance and keen interest.

One was the realization that wartime restrictions probably would hit course maintenance heavily and provisions for getting courses in shape to keep good during lean years had to be made without delay. The other factor was that 1950 having been a remarkably favorable year for golf turf the course superintendents expect conditions will be normally bad in 1951 and they'd better learn everything possible to protect their courses against expected trouble. Usually greenkeepers expect trouble—and are seldom disappointed.

The Midwest Association of Golf Course Supts. and their wives were enthusiastic hosts and hostesses with entertainment that kept the wives seeing Chicago's spots and provided for informal sessions at which the fellows got together and exchanged business experiences. The planned tour of Chicago courses didn't work out as intended. The courses were under deep snow and record sub-zero weather wasn't inducement to course touring.

More than 800 men at work in phases of golf course maintenance attended the 25th anniversary of the National Greenkeeping Superintendents' Assn. at Hotel Sherman, Chicago, Jan. 29-Feb. 2, and participated in the largest and smoothest running turf conference and equipment and supply exhibition the greenkeepers' organization ever staged.

The sessions were the culmination of 25

Exhibitors generally were surprised by the amount of business placed during the meeting. It had been thought that most of the nation's larger clubs which were well represented at the convention already had placed orders for the bulk of their requirements. But there still was plenty of running to cover for requirements of equipment and supplies by larger clubs and smaller clubs also were covering from such stocks as were available. Heavy equipment, with the exception of sprayers is getting acutely tight. Steel pipe for course remodeling or construction is out by government order so composition pipe was one item very much in the spotlight, but in such heavy demand in many major fields, golf course chances of getting adequate supplies of composition or plastic pipe are very dim.

Pins for Charter Members

An interesting detail of the convention was the announcement that pins were being awarded to the 71 charter members of the association.

Educational exhibits of the USGA Green Section, NGSAs, Midwest and Wisconsin superintendents' associations, Midwest Regional Turf Foundation, Western Golf Assn. and GOLFDOM supplemented the excellent educational exhibits of manufacturers, suppliers and nurseries, engineered by the NGSAs. Agar M. Brown.

Malcolm McLaren, chmn., Educational committee, and his associates arranged a highly informative program which was run off on close schedule by chairmen of the four conference sessions. The convention was opened with welcoming addresses of Ray Gerber, NGSAs pres., and of Chicago District Golf Assn. Pres. Stanley Van Dyk.

Addresses in the educational sessions will be printed in this and early issues of GOLFDOM.

Willis H. Glover, supt. Fairfax (Va.) CC, launched the first educational session by introducing Charles (Chick) Evans, Jr., former National Open and Amateur champion and winner of numerous other titles during his almost 50 years in competitive golf. Evans showed amazingly detailed appreciation and understanding of the advances in course maintenance and what this progress owed to the voluntary and independent efforts of the greenkeepers. He said greens and fairways were being watered too much and the rough had been reduced too far to provide tests of golf as severe as they used to be. Chick also emphasized that the pressure put on greenkeepers to maintain courses to woo the approval of star pros rather than care for the vast majority of ordinary paying players was illogical and expensive. The Evans address was such a fine review and survey of greenkeepers' work from the viewpoint of a thoroughly qualified observer the NGSAs is considering having it printed in

full and sent to all club and fee course presidents and green-chairmen.

Herb Graffis, GOLFDOM editor, forecast that the next 25 years in course maintenance would see something similar to the valuable technical effort devoted to golf turf during the NGSAs' first quarter century put on the human relations in golf course work. Graffis observed that the greenkeepers through their national and sectional organizations and their tie-ups with Green Section and other research had benefitted their clubs financially to the extent that businessmen in golf certainly must wonder why the greenkeepers generally have been so busy they haven't registered like progress in their own financial status. The GOLFDOM editor also remarked that since the demonstration of rough as an interesting and testing hazard at Merion during the 1950 National Open there was a revival of rough due as an element distinguishing the interesting, testing and good type of course from the smoothly mowed pastures.

Richard S. Tufts, chmn., USGA Green Section and pres., Pinehurst, Inc., paid high tribute to the greenkeepers' contributions to golf by their persistent and practical application of turf research.

O. J. Noer, eminent and widely traveled agronomist of the Milwaukee Sewerage Commission, gave an illustrated lecture on "Chickweed and Clover Control on Fairways." Noer said, 2, 4-D at light rates of application had been somewhat effective in keeping chickweed plants checked but hadn't scored much against clover. He said the arsenicals had somewhat greater effect but that both 2, 4-D and the arsenicals could not be regarded as the answers but as tools. He said that fertilization, sometimes re-seeding and a revision of maintenance practices had to be considered as essentials to the cure after chickweed and clover had been removed. Noer pointed out that too much water and not enough nitrogen generally accounted for more of the clover in fairways. Use of 2, 4-D in fairways had to be very discreet because of the possibility of damage to fairway bents, Noer noted.

The Question and Answer period followed in which Noer, Dr. Fred Grau, Colin Smith and Bruce Matthews handled inquiries concerning washboard mowing of fairways due to too fast mowing or improper construction, weed and worm control and fertilization.

Philip I. Cassidy, supt., Weston (Mass.) GC, supervised the first afternoon session. He introduced T. C. Ryker, plant pathologist, Semesan Products, du Pont de Nemours & Co., who led off by explaining the functions of chemicals in greenkeeping. Ryker's explanations of the "whys" in turf maintenance chemical use was conceded

(Continued on page 68)



DuPont employees point with pride to their new Country Club and its rambling new clubhouse located between two 18-hole courses. It represents an investment of \$2,600,000 serving a membership of 6,000 whose incomes run from \$25 weekly to \$100,000 yearly.

DuPont Club, Courses, Prize Exhibit of Employee's Golf

By JOSEPH W. DRAGONETTI

One of the most unusual golf courses in the United States is the company-owned, employee-operated DuPont Country Club at Wilmington, Delaware. Members of the club earn from \$25 weekly to \$100,000 yearly, but they all rub elbows in a spirit of good fellowship and cooperation.

No one probably knows that better than the head pro, Sterling (Terl) Johnson, who teaches at the club six days a week. There is no privilege for rank at this club and Johnson uses the utmost tact in pairing players of equal ability.

The club itself has undergone many changes since it was first conceived 30 years ago. Latest change was started in 1946 when a large adjoining farm to the original course was purchased and a new 18-hole course covering 6,700 yards was built that winter. Design was also started on a new clubhouse.

The new layout, representing a total investment of \$2,600,000 was opened on May 28, 1949, under the operating direction of L. E. (Larry) Therien, who became manager of the club near the end of the Second World War.

Georgian colonial in architecture, the rambling new clubhouse is located between "The Nemours" course and the new course which has been given the name of "The Du Pont." Nine holes of the original Du Pont course were salvaged, giving the club a total of 45 holes.

The development of this unique golf course goes back to the First World War when recreation facilities for the Du Pont Co. posed some problems.

One group of employes, which liked to bang away at flying clay targets, existed as the Du Pont Gun Club. Another group—partisans of the great American game of baseball—had the finest diamond and covered grandstand in the vicinity of Wilmington.

That group was known as the Du Pont Athletic Association. A group of chemists had built three tennis courts near the company's Experimental Station. Everyone wanted more room.

Good reasoning prevailed and first the employes got together, the various groups pooling their interests and facilities to form the Du Pont Country Club. Papers



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YOUR DRIVER?



DO YOU OVERSHOOT
WITH YOUR NO 5 IRON?



DO YOU HOOK WITH
YOUR NO 4 WOOD?

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Every Pro knows that a club out-of-match with the rest of the set can spoil the timing of the swing, often with disastrous results.

That's why so many leading Pros across the land are welcoming and recommending this new, precision-matched "RED BEAM" Set by BRISTOL.

**Introduces A New Standard Of
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With measuring instruments of minute exactness, each wood and iron in BRISTOL'S new "RED BEAM" Set is *precision-matched* with every other club in the set. Matched in not just one or two ways. But matched with new precision in *all four* important measurements of *weight, balance, loft and length*.

No wonder Pros and expert golfers are so

enthusiastic about the way this new and advanced standard of "RED BEAM" Set matching helps improve their play.

**Exact Specifications Of
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A graphic chart (BRISTOL copyright) comes with every "RED BEAM" Set. This shows each club's exact specifications, its super-matching in all respects with all other clubs in its particular set. This chart provides a visual and positive guarantee that every club in the set is matched and balanced "right on the beam." BRISTOL "RED BEAM" Sets are sold only in complete sets and through Pro Shops exclusively. The Horton Bristol Manufacturing Company, Bristol, Conn. ORIGINATORS OF THE STEEL GOLF SHAFT.

of incorporation were drawn on May 14, 1920. Then an alert company management provided additional space, a tract of 41½ acres of rolling land overlooking the historic Brandywine Creek to the North of Wilmington.

The first clubhouse was a makeshift affair which had been contributed by the gun club group. In 1924, the company provided a magnificent new clubhouse at a cost of \$106,000.

Interest in shooting and baseball began to wane as golf became of growing impor-



Sterling (Terl) Johnson, professional, has a full time job scheduling matches and giving lessons to the DuPont club membership.

tance. A nine-hole course was built in 1923 and grew into 18 holes with the opening of the new clubhouse the following year.

In 1938, as the membership of the club grew, another 18-hole course was added. The original course was known as "The Du Pont," the second, as "The Nemours."

With golf came a professional in the personage of a colorful Scotsman named Tommy Fisher, who reported in 1923. A wood-jointer and club maker by trade, Fisher who was one of the nation's leading professional soccer players and coached the sport for a period at Haverford College, went to Du Pont by way of the Aronomink Country Club and Llanerch Country Club, both in the Philadelphia suburban area.

Fisher was retired in July, 1949, being succeeded by Sterling (Terl) Johnson, who shifted from the Plymouth Country Club at Norristown, Pa.

In 1920, when the Du Pont Club was organized, the membership totaled 600. By 1946, the number had increased to 3,250. The 1924 clubhouse had become outmoded and undersized.

The Du Pont Company had extensive plans for expanding its Experimental Station into a broadened research center. The 1924 clubhouse and a large section of the original Du Pont golf course fell within the range of the new research facilities.

Consequently, additional ground and facilities for the Du Pont Country Club, as it stands today, had to be provided.

The present clubhouse is one of the finest in America. Stately glass doors open into a foyer at the main entrance. Broad steps lead to the main floor and a lengthy, well-furnished hall, known as "Peacock Alley."

To the left along the main hall are the offices, ladies' lounge, and ladies' locker room. The hall to the right leads to the cocktail lounge and the main dining room, which accomodates 150 and overlooks the new Du Pont course. Private dining rooms, the pantry, and kitchen are also in this wing of the building.

A feature of the main floor is a combination ballroom and auditorium, with tall fanned window-doors opening onto a spacious porch, below which is a sundeck and the new golf course.

Forming a balcony for the ballroom is a broad mezzanine, which is suitable for small and private parties. Living quarters for resident personnel and storage space lead off the mezzanine and are also reached by direct stairways.

The ground floor, with entrances from both sides and both ends of the building, house the men's locker room, shops for golf and tennis professionals, and the mixed grille, where members may eat and drink with less formality than in the dining room and cocktail lounge. In the east wing of the building is a special game room for ping-pong, shuffle-board, and numerous other pastimes.

Two television sets, built-in public address system, which is as pliable as women's fashions; a refrigerated garbage room to eliminate insects and odors, and nylon furnishings, including rugs, are among the up-to-date features of the new clubhouse.

From its original membership of 600, the club has grown to almost 6,000, but the spirit of friendliness of its members have grown apace. The Du Pont Country Club is a monument to good management and employee relations.

N.Y.-Conn. Turf Men Elect Twombly

The N. Y.-Conn. Turf Improvement Assn. elected A. R. Twombly, Pelham CC, President and Lloyd Stott, Woodway CC, VP, at its annual meeting. Doug Rankin, Westchester CC is the new sec., and A. H. Maslin also of Westchester CC takes over as full time treasurer.

Elected to the Executive Committee were Edward Brady, N. Y. C. Parks; Joseph Flynn, Metropolis CC, and Frank Malara, Knollwood CC.

The December meeting was held at the very fine Woodway CC, Stamford, Conn. Henry B. Carpenter, Chairman, and Lloyd Stott, Supt., were hosts for a wonderful evening. Dr. John Schread, E. Larkin, Ralph Engle and Tony Mascaro all contributed to the evening's discussion.