

*The cover is a full-color reproduction of a famous ESQUIRE MAGAZINE painting: Bobby Jones making the tying putt in the '29 National Open at Winged Foot.*

## PERSONALIZED, IN HANDSOME GIFT BOXES

Every golfer will be delighted with this three-in-one gift combination. A dozen of golf's greatest balls, "Tru-Tension" DOTS or rugged TOP-FLITES, imprinted with the player's name. These are the balls with the spectacular, new permanent whiteness—won't yellow or stain; resist scuffing and bruises. The dozen box is cork-lined and can be used for cigarettes, jewelry, or as a utility box. This combination is a stand-out value, selling for the price of the golf balls alone. Place your order now and get your share of record holiday sales.

# SPALDING

SETS THE PACE IN GOLF

of the business at night. At 10 most mornings his range is fairly well crowded.

He has free golf clinics for women every Thursday at 2 p.m. and the parking of baby carriages while young mothers are learning golf gives a preview of business for courses that have facilities for caring for children while young parents are playing rounds.

McDonald also has free junior clinics and that's paying off in day-time pay business of youngsters. It's a good thing for community recreation, too, as parents of the kids are pleased to know their sons and daughters are around a range where conduct, supervision and safety are always in the operator's mind.

Funny thing about this kid play (and a good thing for golf promotion) is the way kids will act like grown-ups on courses and give free advice to some other kid who is hitting balls.

McDonald's range is lighted every 50 ft. with each of ten poles carrying 3 1,500 watt Westinghouse glass-covered floodlights. The parking space has a lighting installation of 7000 watts.

He uses special equipment for insect abatement and plenty of yellow light bulbs around the place to further discourage bug attendance.

A fairly high percentage of players bring their own clubs to the range. For them Dan plans a coin-operated club cleaning machine. He figures this gets the users more conscious of club care and more quickly aware of their need of new, late model clubs. The display of new clubs in the shop does the rest. Trade-in allowances spur business and the market among beginners always is good for the trade-ins.

### **Los Angeles County Has Plan to Save Courses**

Maurie Luxford of the Los Angeles County Golf Advisory Board advises that the Board is progressing in achievement of its objectives, which are (1) to save courses in distress mainly because of tax situation, (2) to save golf clubs facing sale for subdividing, and (3) to purchase vacant tracts for future golf development.

Los Angeles County owns a large piece of land at Passaic, on which there is an honor prison farm. The county receives approximately \$900,000 annually in oil royalties from wells at the site. This money has been ear-marked for the golf purposes previously stated.

The Board's plan also involves interesting insurance companies and individuals to buy clubs that want to sell and operate the courses on a guaranteed income to county basis. Courses acquired under this plan are to carry 4½ per cent interest and amortize themselves.

On that basis A. T. Jergins, oil magnate and golf enthusiast, agreed to buy Inglewood CC for approximately \$900,000. The Golf Advisory Board is working on a deal to save Western Ave. GC from subdivision.

First of four courses to be built in Sepulveda basin of San Fernando valley has been graded and watering system is being installed. Course should be ready for play in summer, 1954. Second and other courses of the project will be constructed as profits from L. A. municipal courses become available.

### **PGA Names 15 as Ryder Team Candidates**

Points gathered in tournament victories have determined 15 candidates for PGA of America Ryder Cup team which plays the British PGA team at Wentworth, Eng., Oct. 2-3.

Sam Snead, Jack Burke, Jr., Lloyd Mangrum, Ted Kroll, Cary Middlecoff, Ben Hogan, Dutch Harrison, Ed Oliver, Jim Turnesa, Dave Douglas, Fred Haas, Jr., Jerry Barber, Johnny Palmer, Lew Worsham and Marty Furgol are the 15 names. From them nine will be chosen for the team. As the PGA champion automatically becomes a team member, Walter Burkemo is in without having played any of the circuit events to qualify on the point system.

Fred Corcoran will manage the team abroad. Joe Novak is going across as PGA executive representative.

The team will play a warm-up match at Reading, Pa., Sept. 18-20 against a team of U. S. pros not eligible for the Ryder Cup team.

A team event against continental European pros is slated for Paris after the Ryder Cup matches.

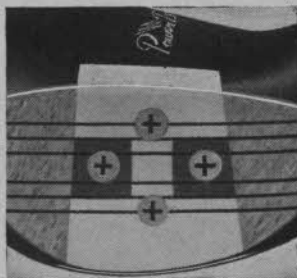
Captain of the Ryder Cup team is to be selected by the players.

Ben Hogan has not definitely decided whether he'll go to Britain and compete. After his victory in the U. S. Open he said he wouldn't make the trip as two trips to Britain this year would be too much of a schedule for him.

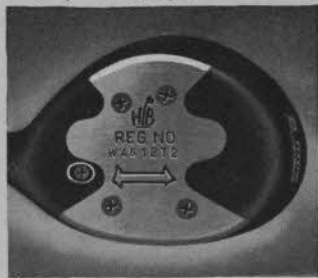
# Golfers everywhere acclaim these Power-Bilt features . . . .



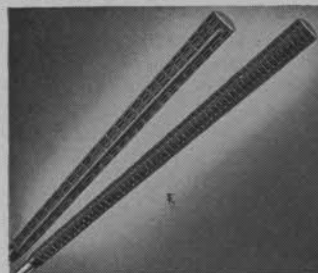
**More Compact Iron Blades . . .** Our newly designed irons feature a more compact blade, which improves weight distribution . . . increases power and accuracy.



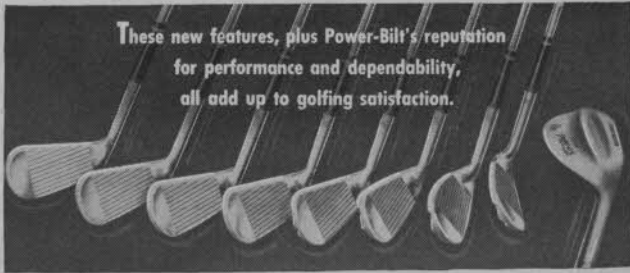
**Power-Flite Insert . . .** This new insert provides a tough, hard, hitting surface, that's a real distance getter . . . and it's good looking.



**Wedge Wing Sole Plate . . .** The principle of the Wedge Wing construction is to lock the sole plate firmly in place . . . adds sturdiness and durability.



**3 Great Grips . . .** In addition to perforated Chrome-Tex Red Leather Grips, Power-Bilts also offer the Golf Pride and new Rib-Lock Golf Pride Grips.



**These new features, plus Power-Bilt's reputation for performance and dependability, all add up to golfing satisfaction.**

*Play the new Power-Bilts. One round will convince you that the new Power-Bilt irons deliver more power with greater accuracy than ever before!*

HILLERICH & BRADSBY CO., Louisville, Ky.

## Power-Bilt GOLF CLUBS

Sold Only By Golf Professionals

# 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



	
<b>1948</b>	<b>1953</b>
6,000,000 POUNDS PER MONTH 40 to 50 EMPLOYEES	19,000,000 POUNDS PER MONTH 269 EMPLOYEES

"We definitely give credit to your firm for getting us established and progressing to the extent of where we are today."

## ALAMO EXPRESS

INCORPORATED  
General Office  
51 ESSEX STREET P. O. BOX 7038  
SAN ANTONIO 10, TEXAS

George S. May Company  
Chicago, Illinois

February 11, 1953

Gentlemen:

We are taking the privilege at this time to write you with reference to Engineering Service which you people did for our Company in August, 1948. This service was of great benefit to Alamo Express, Inc. as at the time your men were employed, our business was operating at a loss. Things looked very blue at the time and we were skeptical many times of having to close our business on account of no profits.

After the manuals were written and we began following the forms as set up by your Engineers we immediately could see the progress we were making and discovered many losses due to wastes unseen until they were brought out by comparative losses and other set-ups as set up by the manual. We wish to say, in 1948 when your men came to our company we were handling about 6 million pounds a month in tonnage and employed about 40 to 50 people whereas today we are handling between 18 and 19 million pounds per month and employing 269 people. We definitely give credit to your firm for getting us established and progressing to the extent of where we are today.

Wishing to express our sincere thanks for the efficient and beneficial work done by your company, we are

Yours very truly,

ALAMO EXPRESS, INC.

*Mrs. J. L. Walker*

Mrs. J. L. Walker  
Treasurer

Mrs. J.L.W./mw



*You've Got  
to Spend Money  
to Make Money*

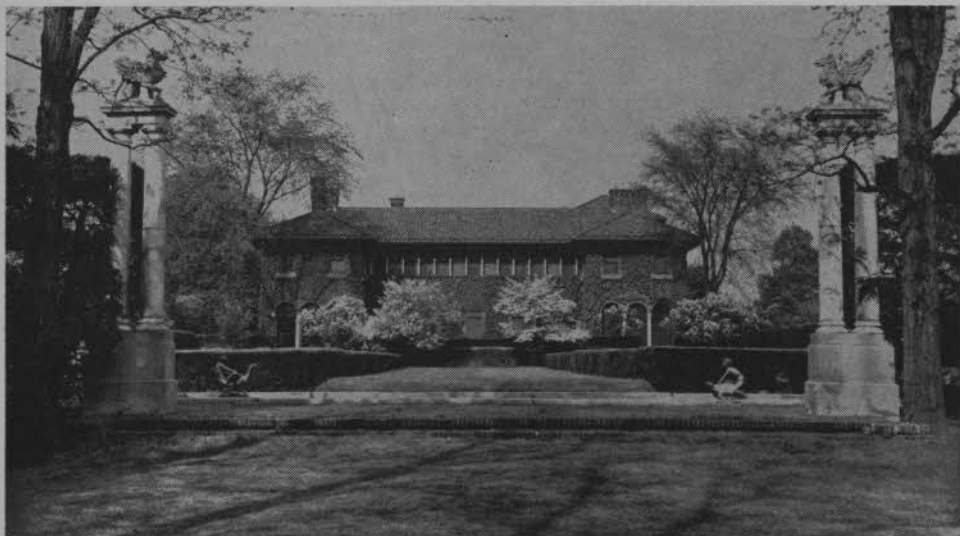
# GEORGE S. MAY COMPANY

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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.**





# Why Tersan<sup>®</sup> Is First

*Turf Fungicide*



—Clarence Plein, Lakeside Country Club, Overland, Mo.

## *Safe and effective!*

“With us ‘Tersan’ has definitely made better turf and playing conditions and has reduced work. ‘Tersan’ is an effective brown patch fungicide and ends our worries about burning or grass discoloration. Besides being safe and easy to use, ‘Tersan’ sprays can include insect killers and soluble fertilizers, to save additional time and money.”



—August Schnatzmeyer, Bellerive Country Club, Normandy, Mo.

## *Saved our greens!*

“We don’t know what we’d do without ‘Tersan’, for it has saved our greens in such extremely hot and humid summers as the one of 1950. We spray once a week . . . for a *preventive* program, adding 7 oz. of Special ‘Semesan’ to 3 lbs. of ‘Tersan’ for top control of dollar spot along with brown patch. All greens are treated alike except 9, 2 and 13 which require extra spraying.”

## *Easy to use!*

“Last summer brown patch would have taken over our greens except for ‘Tersan’. ‘Tersan’ is easy to use, will not burn or discolor the grass. It does an excellent job of brown patch control. All you have to do is follow directions and you can rest assured it will do the job. And I like the handy 3-lb. bag; it saves time and bother.”



—Ralph Guyer, Westborough Country Club, Glendale, Mo.

These reports from golf course superintendents at courses in the St. Louis area are another in a continuing series of “experience reports” from leading courses across the country.



# Choice for Brown Patch

## *No burning!*

"I spray even in the heat of the day, because 'Tersan' won't burn or discolor the grass. Dollar spot and brown patch were my big problems till I started using 'Tersan' in '43. Ever since then I've had no trouble at all. Three summers ago, in a very hot, humid spell, I wouldn't have had any greens left if it weren't for 'Tersan'."



—Walter Ragan, Greenbriar Hills C. C., Kirkwood, Mo.

## *Best on the market!*

"The lowest-cost way to control brown patch is to use 'Tersan' as a preventative. 'Tersan' is the best turf fungicide on the market, and won't burn or discolor the grass . . . in fact seems to stimulate the growth. My greens have been saved by 'Tersan' many times."



—Oscar Bowman, Old Warson Rd. Country Club, Ladue, Mo.



"Tersan" and "Semesan" are registered trademarks of E. I. du Pont de Nemours & Co. (Inc.).

## *Right through the season!*

You can easily keep your greens in top shape through the worst season for disease. If you aren't using "Tersan", give it a try . . . even inexperienced help can prevent disease without danger to the turf. "Tersan" is green in color, blends with the grass. It comes in handy 3-lb. packages, stays in suspension for even application.

**NOTE:** For killing poison ivy and brush, use Du Pont "Am-mate." For broadleaf weeds in fairways use Du Pont 2,4-D Weed Killers.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

## *Turf Fungicides*

# Turf Research Policy Faces Financial Problems

**G**OLF course superintendents and green-chairmen continue spirited discussions about the USGA Green Section change of policy in switching accent from stimulating and coordinating turf research on a national basis to application of available research findings. The USGA Green Section association with research is being continued, and not abandoned as some apparently believe.

Reports of the discussions that GOLF-DOM has received indicate that the financing of research is part of the problem that's a long way from the right answer. U. S. Dept. of Agriculture, state agricultural college, sectional turf foundation and other turf research work is obviously inadequately financed. The USGA Green Section, having its share of the research financing difficulties, was influenced in changing its policy to emphasizing the Direct Service plan by demand of clubs for expert consulting service at the courses.

The USGA's decision was based on the USGA function, by the association's objects, and Green Section work since establishment of the Green Section, being restricted to golf. The development of interest in turf maintenance since golf course turf presented a standard for the U. S., got too extensive, according to USGA judgment, to warrant scattering of the USGA Green Section work which is sharply controlled by available revenue.

## But With Whose Money?

There has been considerable talk in some quarters about the formation of a national turf research organization but not much specific attention to the problem of financing such an organization to cover golf course, lawns, parks, and other sports turf areas, roadways, cemeteries, airfields, turf nursery, seed production and other phases of the turf business. A prominent former official of the Golf Course Superintendents' Assn. summed up the financing discussions by saying, "They all want somebody else to pay for it."

Present attitude of companies operating in the turf field is to make their own research arrangements, spotting the research in various sections of the country and naturally keeping their eyes on the commercially competitive factors involved.

A committee of the Golf Course Superintendents' Assn. has talked about having the association get into research but, again, financing is the basic problem, just

as it has been with the USGA Green Section.

## Philadelphia Supts. Opinion

The Philadelphia Assn. of Golf Course Supts. recently issued a statement endorsing a coordinated national turf research program. The statement reads:

"Members of the Philadelphia Assn. of Golf Course Superintendents believe that turf research is essential on both a national and a state level to continually maintain golf turf efficiently. We are appreciative of the outstanding turf program conducted by the Pennsylvania State College for nearly 25 years. We recognize that experiment stations carry on research programs due to the interests of the people in their state. With leadership and guidance on a national level each state's turf experimental work is sure to be more far-reaching. An organization on a national level to direct research and coordinate turf programs is more essential than turf service on a regional basis.

"We point with pride to the manner in which our members have supported and aided the turf research program carried on by the Green Section of the United States Golf Assn. at Arlington and Beltsville from 1922 to 1952. Through the efforts of research work turf diseases are being controlled and the turf weed control program instituted by the Green Section pointed out the place chemicals have in maintaining turf efficiently. The development of creeping bent strains such as Arlington, Congressional, Collins, Cohansey, Toronto and Old Orchard gave better putting turf for the golfers. Merion bluegrass, U-3 bermuda and zoysia were brought forth through a coordinated program directed at a national level.

"We have always thought the statement of Frank M. Hardt, a member of the Merion Golf Club and Chairman of the Green Section of the United States Golf Assn., an ideal one. In Turf Culture, Vol. 1, No. 1, January, 1939, Mr. Hardt wrote as follows:

"The problems faced in improving the cultural practices on these large areas are essentially identical with those faced by anyone interested in the establishment and maintenance of superior turf on private lawns, parks, sports fields, cemeteries, road shoulders, airports and other turfed areas. The results of our investigations of these problems should there-