

Take any one of the uniquely new 1962 Ben Hogan Woods in your hands. Examine closely its superb craftsmanship and beauty. Experience the unusual feeling of sureness and confidence which comes from its ease of play. On every shot, **you** will benefit from Ben Hogan's unmatched accomplishments as one of the world's great golfers, and from his intense personal dedication to producing equipment aimed at one goal: perfection.

BEN HOGAN EQUIPMENT IS SOLD ONLY THROUGH GOLF PROFESSIONAL SHOPS

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Ben Hogan

**SALES COMPANY
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*Subsidiary of American
Machine & Foundry Company*



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people enjoy*

Golf at DuPont



Terl Johnson (l) is pro at the three Wilmington courses and John Long operates the shop at Newark.

By JOSEPH W. DRAGONETTI

One of the pioneers in the field of good employer-employee relations is the DuPont company. It started to provide organized golf for employees back in 1920; today it has a \$4,250,000 investment in three 18- and one 9-hole course in addition to two modern clubhouses. The company only expects to break even in its golf operation each year.

The employees themselves run the various golf programs. The club has 9,350 members and they range from office boys to the firm's top executives, according to Joseph M. Wilson, Jr., mgr. of DuPont CC, Clayton J. Adolph, pres., and Robert B. Hale, vp, who supplied the writer with information for this article.

Financialwise, DuPont CC is a corporation operated by its members. There are 15 persons on the board, each is elected for three years, and every year five new faces are seen on the board.

Members of the board elect officers in addition to a chmn. and vice chmn. and the latter, in turn, select their committees from the membership as a whole.

Each committee is responsible to the board for a particular phase of club operation. A staff of 140 regular employees keep the courses and clubhouses operating, working under a mgr. and his assistant.

Joe Wilson has been manager at DuPont CC since May, 1960. He previously served as assistant mgr., and is a veteran company employee, having worked in the employee relations dept. prior to assuming fulltime club duties about seven years ago. He started with DuPont in 1931. His assistant is Irving L. Lawton, formerly a training rep in employee relations.

Club Has Two Pros

The club has two pros who operate on a subcontractor basis. Sterling (Terl) Johnson runs the pro shop serving the three

This satisfaction sells the Super Maxfli...

When a golfer feels like *this* about the way a golf ball plays, he comes back for more! It's exactly this sort of satisfaction that sells the Super Maxfli... the satisfaction that comes from playing a ball that means better golf! Here's why this is true!

DISTANCE. No ball gives a golfer greater distance than the Super Maxfli. Regularly conducted tests prove that there is no longer ball.

ACCURACY. No ball plays more accurately off every club because no golf ball is built to more exacting standards of manufacturing precision.

CONSISTENCY. No ball delivers more consistent performance than the Super Maxfli. Every Super Maxfli is constructed and tested within exceedingly narrow limits of internal compression. Every Super Maxfli plays outstandingly the same!

There will be more Super Maxfli ads in 1962 than ever before—and each one will tell these facts to your golfers and millions of others. Remember, Super Maxfli golf balls can only be purchased from golf professionals. Keep well-stocked.



Sports Division

500 FIFTH AVENUE
NEW YORK 36, N.Y.





courses adjacent to the Wilmington clubhouse. John Long operates the shop at Newark, about 12 miles from the main location.



Joe Wilson

Johnson has been with the DuPont club for 12 years having come there from Plymouth CC, near Norristown, Pa., where he was a pro for 13 years. Long came up through the caddie ranks and at the age of 16 was named pro at Pine Hills, near Milford, Pa. In 1932 he moved over to Glenn Brook in Stroudsburg and for the next 23 years served at several other clubs. He took the Newark post in 1955.

Two supts. oversee maintenance of the 63 holes. They are Edward Roberts, Jr., sec.-treas. of the national GCSA, and James E. Janis. Clayton Adolph, the club pres., is employed in the engineering dept. of the company, and VP Bob Hale works in the fabrics and finishing dept. Both have served four years on the country club board.

An employee of the DuPont Company is admitted to membership in the club



This is the DuPont team that plays in the Philly GA Suburban League. It won championship in 1959.

through board approval of his application and payment of an initiation fee. An employee receives active member status while those in his family are admitted as associate members. Only active members are eligible to vote on matters affecting the club.

Two Membership Classes

There are two general classes of membership: unlimited and social. Most of the 4,600 unlimited members are golfers or tennis players and enjoy the full privileges of the club at dues of \$115 a year. Social members pay \$50 a year and pay additional fees to play golf, tennis, etc. Active members are employees and former employees who have retired on pensions.

Junior members are resident or non-resident dependent children of active

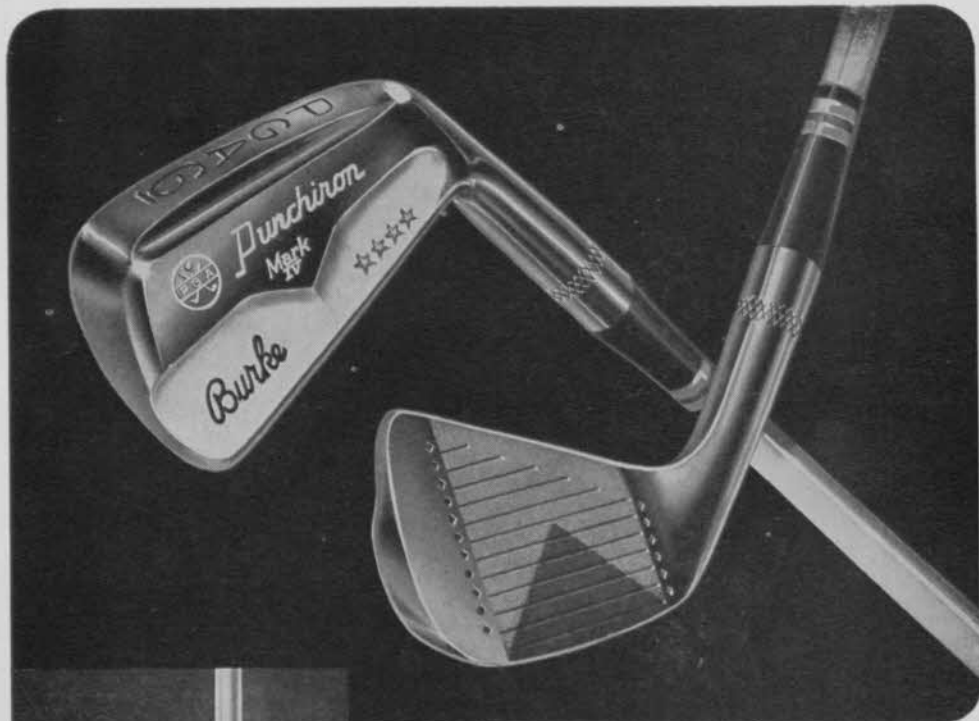


Patsy Hahn (l) defeated Mrs. James Hazlett for Delaware women's amateur title. Both are DuPont players.

members, and must be between the ages of 12 and 22. Persons under 22 who are regular DuPont employees are classified as active members. Non-resident members must live and work outside New Castle county. However, they are entitled to unlimited resident membership upon payment of the established dues.

The club has a direct operating budget of about \$1,100,000 a year. Food and beverage sales run to about \$500,000 a year. A wide variety of facilities are provided at the club. In addition to the courses and tennis courts there are lawn bowling alleys, indoor and outdoor shuffleboards. The clubhouses have dining facilities for the use of members and for private parties. Game rooms and lounging rooms also are available.

(Continued on page 118)



Developed in cooperation with
Emblem Specifications Committee of
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A totally new kind of club

PGA *Mark IV* Series

WITH FIBERGLAS SHAFTS

Here are woods and irons with really new features — Features that will create sales. The new Burke Fiberglas Shaft is vibration-free. It has unusual “feel” — definitely aids control and distance. New “Peak Power” design of these PGA Clubs offers 20% more hitting area. Molded insert with 2-way roll provides the finest and most accurate hitting area on any clubs today.

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160 Essex Street • Newark, Ohio

Seedbed Protection

Various types of mulches are available to offset the ravages of wind, rain and erosion

By **FRED V. GRAU**

Agronomist, Hercules Powder Company,
College Park, Md.

When a new 18-hole golf course has been designed, built, graded, fertilized, and planted, there is a sizeable investment wrapped up in those naked slopes, not counting the cost of grading and working the materials into the seedbed. An estimate of 30,000 dollars is not an unreasonable figure for just the seedbed. It is equivalent to a 30,000 dollar gamble that nature will be kind and gentle so that the grass will grow quickly, so that play can start and revenue begin to flow in. "Nature in the raw is seldom mild." A sudden rainfall, and a cloudburst, a heavy windstorm and all the work and the investment can be swept away within minutes. Unusual? Not a bit of it.

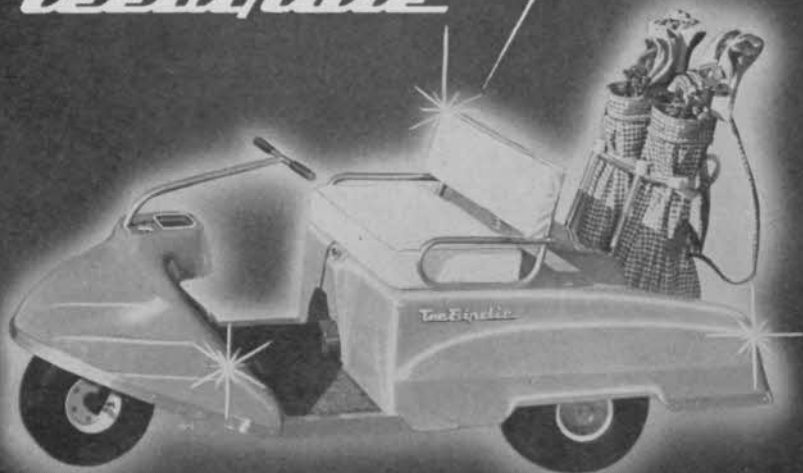
In 1961 we visited a course that had been refertilized and reseeded for the third time because of water erosion. At Miami, we learned of a new planting that blew out of the ground by windstorms three times before the grass got thick enough to hold the soil. In Las Vegas the same thing happened. In the Midwest, a beautifully designed course had such severe washouts that opening day was delayed nearly two years! The cost in loss of revenue was fantastic.

Once construction of a golf course is started it seems that everything must be expedited to get it into play as quickly as possible. Too often there are corners



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Everything is clean . . . crisp . . . and
functional. The only car around with
looks to match its performance.
Write for colorful literature, today.

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Unchecked erosion on newly planted fairway is costly, unsightly. This is minor damage compared to some.



Straw mulch on left promoted rapid growth of Merion and Pennlawn. Earthworms "bunched" the straw and anchored it.



Plot mulched with cereal straw. Dark streak in center shows overlap of fertilizer. Seedbed received 5-6 lbs. of actual nitrogen per 1,000 sq. ft. from urea-form.

that are cut too sharply so that the end result actually delays opening day. It is so important to build it right the first time. When a new course has to be rebuilt within a year or two after opening, the members are justified in rebelling.

We shall do no more than to mention the factor of good drainage which everyone knows is essential to high-quality turf. In addition to a well-drained soil and an adapted grass, the essential ingredient in the recipe for getting a grass established so that it may be put into play as soon as possible is a continuously-adequate supply of nutrients in the seedbed. Calcium, phosphorus, potash, and nitrogen are the Big Four that assure adequate nutrition for the developing grass.

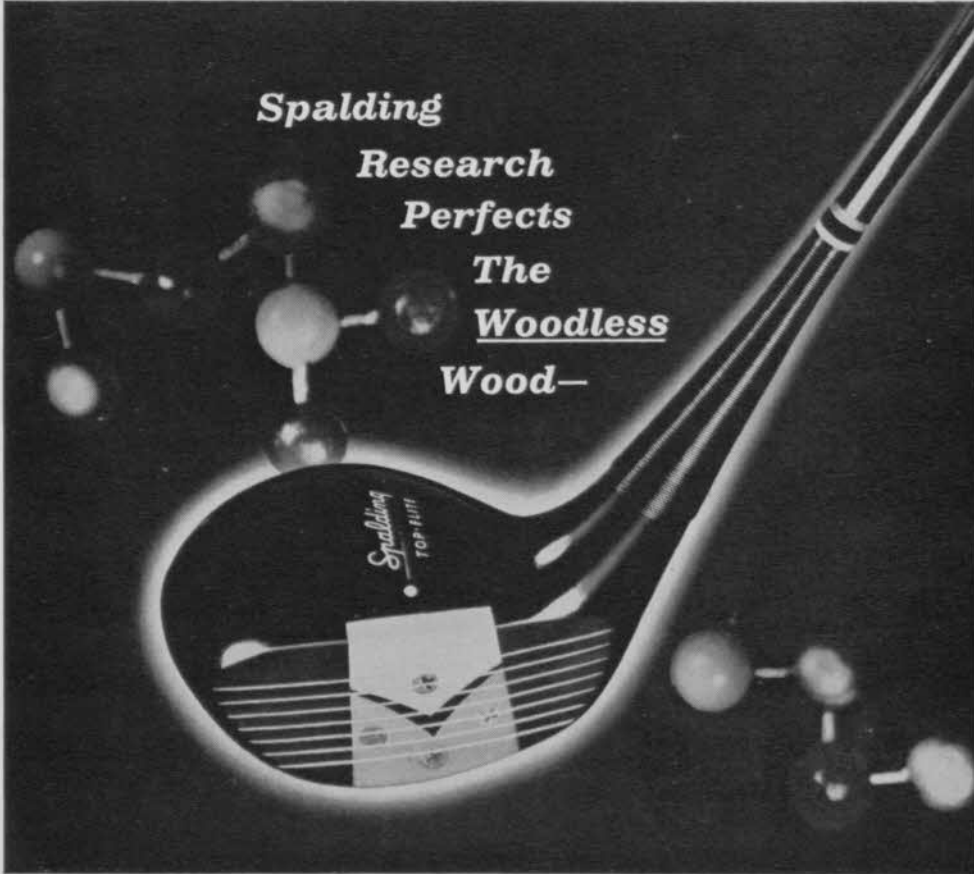
Chemical Requirements

Agricultural ground, dolomitic limestone sufficient to bring acid soils to a pH range of 6.5 — 6.7 will supply ample calcium and magnesium for two to three years or more. Phosphorus and potash requirements can be met simply and economically by incorporating deeply into the seedbed an 0-20-20 at 1,000 lbs. to the acre or an 0-25-25 fertilizer at 800 lbs. to the acre. Nitrogen can be supplied effectively in the seedbed either through the use of a nonleaching, controlled-release material such as solid granular ureaform at rates of supply 6-8 lbs. actual per 1,000 sq. ft. or other materials in smaller quantities. This ample supply of nitrogen, which will be gradually released to the developing grass plants in accordance with their needs, is the most important single factor in rapidly developing a useable turf in the shortest possible time.

It is no more than common sense after making a heavy investment in the future to provide some sort of insurance. Floods, cloudbursts and wind constitute the main hazards which can nullify all efforts and expense incurred to this point. Irrigation can partially offset losses by speeding germination and establishment. Water falling on naked, unprotected soil quickly can puddle and seal the surface, effectively preventing water infiltration and greatly increasing surface runoff with accelerated erosion. Unwatered areas depend on natural rainfall which, at best, is quite unpredictable. Seeds may lie dry in the soil for weeks before rain comes to insure the stand. If it comes as a down-pour, everything may end up in the river.

A paint manufacturer uses the slogan

(Continued on page 52)

A black and white advertisement for Spalding's new woodless golf clubs. The top half features a close-up of a golf club head, specifically a driver, with the Spalding logo and 'TOP-FLITE' visible on the crown. The club is set against a dark background with several glowing molecular models, suggesting scientific research. The text 'Spalding Research Perfects The Woodless Wood-' is arranged in a vertical stack to the left of the club head.

Spalding
Research
Perfects
The
Woodless
Wood—

A BRAND-NEW PROFIT MAKER FOR YOU!

New Top-Flite® Woodless Woods Give Your Customers Everything They Want in a Wood Club—And More Besides!

Spalding's Research Team has developed a material *better* than wood for wood club heads: Terpolymite—the *greatest aid to distance since the high-compression ball!*

This miracle compound is 35% harder than the toughest persimmon. It's an ideal material for golf woods.

When your customers hit a Top-Flite Woodless Wood they'll hear a rifle-shot "CRACK!" that means tremendous impact—booming distance!

And Spalding's Woodless Woods give them *more* than distance. They're practically indestructible—won't split, dent, chip, warp or swell. They'll stay new looking, too,

because the ebony color is molded throughout the head.

Members of Spalding's Golf Advisory Staff tested the new Woodless Woods. Their reaction? Says Jerry Barber: "Very sharp off face—further carry." "More distance, no doubt of it," says Dave Ragan. "Terrific feel," says Jay Hebert, "I'm really impressed!"

New Top-Flite Woodless Woods are sure to be as big a hit with your customers. And they're sold through golf professional shops only. Order now!

SPALDING
sets the pace in sports

TORO'S NEW ELECTRIC CADDY CART PROMISES YOU

Happier Golfers, Fewer Caddy Problems and a Profit!

**Solves these four
golf course problems:**

1 GOLFERS WHO WANT TO WALK, BUT NOT WORK. Toro's new battery-powered "Caddymaster"† is ideal for the golfer who refuses golf cars because he wants to exercise, but doesn't want to work pulling a cart.

2 SHORTAGE OF CADDIES. A life-saver when school, illness or absenteeism leaves you short of caddies. And *you* pocket the fee. Solves problem of off-season and odd-hours golfers.

3 HIGH CADDY OR GOLF CAR FEES. Many golfers don't want to pay \$6 to \$8 for a golf car or go to the expense of caddies. The "Caddymaster" at a suggested \$2 a round is the answer.

4 SNAIL-PACED GOLFERS. "Caddymaster" keeps the golfer from getting tired and slowing down profits. Gently but firmly it keeps him moving. Fun for the golfer to operate, too.



Follows Golfer with a Touch of the Handle.

Just push down on the handle and the battery takes over. The "Caddymaster" follows the golfer, matching his stride at any speed he sets. The more pressure on the handle, the greater the speed; the less, the slower. Highly maneuverable—inside turning radius of 11". Climbs hills easily.



Plenty of Power. Easily goes 18 holes before charging. Easy to charge—each battery has its own charger and timer. 110 AC current. Change to a fresh battery in 30 seconds.