

INDUSTRIAL GOLF - A GROWING CONCERN

by

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"Help Wanted: Young men to work in major industry. Good wages and working conditions; 18-hole championship golf course."

THAT advertisement could easily appear in the papers these days when industries are avidly competing for the services of bright young men and when men and women of all ages and stations are eagerly taking up golf.

Industrial golf already is an important, if little-known, segment of the game that is becoming America's fastest-growing outdoor sport. The opportunity to play golf is attractive bait for job seekers and even is a factor in the location of new industrial plants.

"In looking over a new business site, we can't afford to overlook sports," one industrialist said recently. "If no recreation facilities exist, we go on to the next community."

Golf is one sport which industrial recreation men consider tailor-made for improvement of labor-management relations.

30,000 *Industrial Golfers*

About 90 of the nation's 5,360 golf courses are listed as "industrial" courses, built, owned or operated by companies primarily for their employees. They serve an estimated 30,000 players. If the industries don't get busy and build more courses, there won't be enough to go around. "In most metropolitan centers industrial leagues have reached the saturation point," says Ben Chlevin, public relations director for the National Golf Foundation.

The National Golf Foundation, concerned with promoting every phase of the game, is preparing a booklet on the status of industrial golf and outlining methods for operating company programs. It can't say how many workers participate in these programs, which range from elaborate, company-sponsored competitions to lunch-

Wonderful Dream

(With due respect to Robert Louis Stevenson)

When I was sick and lay abed,
I had two pillows at my head,
And my golf clubs beside me lay
To keep me happy all the day.
And sometimes for an hour or so,
I dreamed of my favorite pro
With different shots and drives and drills,
Among the bed clothes, through the hills.
And sometimes read golf books in fleets,
Spread up and down among the sheets.
Or brought my woods and irons out
And swung the golf clubs all about.
I was the giant great and still
That tees upon the pillow-hill
And sees before him, dale and plain—
My golf course land of counterpane.
I let out shaft, hit straight and clean
Fantastic shot to rolling green.
A hole-in-one! What a champ!
Broke the record and smashed the lamp!

Isabel Whelan

hour putting contests and just playing with a gang from the office or shop. But it estimates that about 22,500 business organizations include some form of golf in their employee recreation programs.

The Midwest Industrial Golf Championship, which grew from 13 teams in 1946, to 114 in 1955, set a limit of 128 four-man teams for this year's tournament at Purdue University.

More than 75 industrial concerns have entered the last six Midwest Championships—with a limit of two teams representing any one company from one city.

The organization has a long waiting list of companies and cities eager to be hosts.

A High Standard

Most of the 500 players in this event shoot in the seventies and low eighties. Playing in bad weather last year, Jack E.

Zimmerman of Dayton, Ohio, shot a pair of 71's to win individual honors. He was runner-up in the 1954 USGA Amateur Public Links Championship. A team aggregate of 615 won for Westinghouse Electric, of Mansfield, Ohio.

The Ford Motor Co., sponsor of one of the biggest industrial recreation programs, had over 3,500 men and women golfers in organized league play in 1954. In Akron, Ohio, the 62 Goodyear Tire & Rubber Co. leagues include some 2,000 employees. Goodyear has a course at its Gadsden, Ala., plant but decided against building one in Akron because it couldn't accommodate all the employees who wanted to play.

Another tire company, Firestone Tire & Rubber Co., maintains two courses in Akron, a private country club for 650 members and a semi-public course. In Dayton, the plush, 36-hole National Cash Register Co. layout is considered one of the best in Ohio.

Courses Large and Small

The industrial courses or clubs include one which probably is the world's largest

and one under construction which will be the world's longest.

The du Pont Country Club in Wilmington, Del., has 63 holes, three 18-hole units and a nine, and some 10,000 members. The same company has nine-holers at Seaford, Del., and Pennsgrove, N. J.

The Suprenant National course being built at Bolton, Mass., will measure more than 8,000 yards and will have five sets of tees so it can be played at various distances.

From these, the industrial courses range down to little three and six-hole affairs serving only 50 or so members. The exact number of golfers using them isn't made clear in reports to the National Golf Foundation, since many are family recreation projects, where the kids can use the swimming pool and mothers can play bridge while dad is golfing.

Most of them have low fees, with the companies subsidizing the difference between those and the actual operation costs. Many, especially in smaller cities, are operated as public or semi-private courses. A half dozen or so, although company sponsored, aren't regarded strictly as industrial

USGA PUBLICATIONS OF GENERAL INTEREST

THE RULES OF GOLF, as approved by the United States Golf Association and the Royal and Ancient Golf Club of St. Andrews, Scotland. Booklet, 25 cents (special rates for quantity orders, more than 500).

USGA GOLF HANDICAP SYSTEM FOR MEN, containing recommendations for computing Basic and Current Handicaps and for rating courses. Booklet, 25 cents. Poster, 10 cents.

THE CONDUCT OF WOMEN'S GOLF, containing suggestions for guidance in the conduct of women's golf in clubs and associations, including tournament procedure, handicapping and course rating. 25 cents.

HANDICAPPING THE UNHANDICAPPED, a reprint of a USGA Journal article explaining the Callaway System of automatic handicapping for occasional players in a single tournament. No charge.

TOURNAMENTS FOR YOUR CLUB, a reprint of a USGA Journal article detailing various types of competitions. No charge.

LETTER AND SPIRIT OF THE AMATEUR CODE,

a reprint of a USGA Journal article by Joseph C. Dey, Jr. No charge.

PROTECTION OF PERSONS AGAINST LIGHTNING ON GOLF COURSES, a poster. No charge.

HOLE-IN-ONE AWARDS. No charge.

GAMBLING IN GOLF TOURNAMENTS, a reprint of a USGA Journal article by Richard S. Tufts. No charge.

WORK OF A CLUB GREEN COMMITTEE, a reprint of panel discussions conducted by the USGA Green Section Committee. No charge.

MISTER CHAIRMAN, a reprint outlining the duties of the Chairman of the Green Committee. No charge.

TURF MANAGEMENT, by H. B. Musser (McGraw-Hill Book Co., Inc.), the authoritative book on greenkeeping. \$7.

USGA CHAMPIONSHIP RECORD BOOK. Detailed results of all USGA competitions since their start in 1895. \$2.

USGA JOURNAL AND TURF MANAGEMENT, a 33-page magazine published seven times a year. \$2. a year.



The National Cash Register Company in Dayton, Ohio, provides two plush 18 hole courses for its employees. Here you see the clubhouse and beautifully kept surrounds as viewed from the parking area.

courses. One of these is the Hershey Park Golf Club, in Hershey, Pa., described in the July issue.

The National Golf Foundation reports that virtually every company golf program originated with the employees themselves and in some cases they pitched in to help build the courses.

Industrial golf is hardly a new development. The Oneida Community Golf Club, at Oneida, N. Y., has been operated since 1898, the United Shoe Machinery Golf Club, at Beverly, Mass., since 1913 and others since the early 1920's.

The United States Golf Association has set up a code under which an industrial golfer is permitted to have his expenses paid by the company he represents in industrial team competitions.

The present eligibility rule of the USGA Amateur Public Links Championship permits a bona fide public course player to enjoy "incidental privileges" of an industrial course not open to the public. But a golfer good enough to qualify for the

Championships probably isn't going to spend much time on a crowded public course if he can use an uncluttered company course and so industrial courses may tend to draw players away from the public links and the USGA Amateur Public Links Championship.

Mass Participation

This doesn't matter much to industrial leaders. They're interested in mass participation and good employee relations rather than developing low handicap players. To them golf helps reduce labor turnover and absenteeism, eases the tensions of the daily job, makes it easier for the boss and the workers to get together—and isn't so strenuous that it leaves a player too tired to work.

Says one recreation director: "We are high on our golf program because it enables management and labor to get together on a common meeting ground and try their hand in a relaxing form of competition."