



Thomas J. Watson, President, IBM, left, and Robert Trent Jones, who laid out golf course for company's employees, at dedication ceremonies.

Golf Course Feature of New IBM Recreation Center

★ In keeping with Thomas J. Watson's practice of providing healthful recreational opportunities for his employees, a new nine-hole golf course recently was opened at the International Business Machines plant at Poughkeepsie, N. Y. The new course is described by its designer, Robert Trent Jones widely known golf architect of New York City, as representing the last word in modern golf course architecture.

Every hole is different with no similarity in either the design or the contouring of the greens. The play of each hole will differ depending upon from which side of the fairway one approaches the green. So, no matter how many times the course is played, each round will always have a new flavor.

It is located on 123 acres of company property bordering South Road, near Kingwood Park. Another 300 acre tract, also on South Road, has been purchased by the company and will be developed to provide additional recreation facilities as well as afford dwelling sites for IBM employees. The new nine was designed as the first unit of what eventually would become a regulation 18-hole layout and

already its popularity has prompted Mr. Watson to approve completion of the homeward nine as soon as conditions permit.

Construction of the clubhouse must await the end of the war. The highest part of the country club property has been selected for it, a point which commands broad view of the surrounding mountains in three directions, and which on clear days brings the Hudson and Newburgh Bay into focus.

In addition to the golf course, tennis courts, a wooded picnic ground, quoits and horseshoe areas, a practice green, caddie shelter and parking lot complete the present facilities. Eventually the recreation center will include swimming, baseball and other sports, and a children's nursery.

The country club is operated by a board of governors composed of the workers in the plant, who are elected from different departments of the plant and rotate periodically. Policies pertaining to operation are determined by this country club board.

Rates for use of the course are 25 cents per round. For a very nominal fee, lessons are also given by a professional

provided by the company and it is the company's intention to try and obtain an instructress, as women form such a prominent part of the IBM operations at this time.

In speaking to the IBM employees gathered for the dedication Mr. Watson said:

"We want to do everything we can to see that you have happiness in your work, and security for yourselves and for your families.

"The only thing that we ask of you in return for that is that you observe and measure up to the high ideals of IBM. I do not hesitate to say to you that we have very high ideals, but they are very simple. They are based on character, good manners, decent living, and the desire and willingness to cooperate with one another. That is a very simple formula. All who can join with us and accept those ideals, help carry them out and protect them for the benefit of themselves and their associates, will find that the IBM will be their friends and will stand back of them in every possible way it can to see that they do have happiness, security and proper remuneration for the work which they deliver to the company."

Jones, who designed many of the country's outstanding golf courses up until war began, explains that the modern theory in golf architecture is to create a balanced hole for the various classes of golfers. Covering the subject in a recent issue of "Activity," IBM employee magazine, Jones says:

"In the past the majority of players who may have been termed average golfers were punished far out of proportion to their playing skill. Traps were pro-

fusely placed in all areas of the fairway so as to catch a shot only slightly in error. Since the technique of the average golfer's swing is subject to flaws more often than the good or expert golfer's, he was constantly in trouble. As a result the game of golf lost its thrill for him.

"An analysis of the situation disclosed that as far as the crack golfer was concerned, traps under 200 yards offered little or no hazard usually, whereas those same traps were constantly punishing the average golfer. It therefore was feasible that moving such traps would make the play for the average golfer less punishing without spoiling the character of the course or the playing value for the expert.

"It was found that in the green area, the green and trap could be designed so the hole could be tightened or eased by the extent that the pin was placed behind a diagonal trap. In the old penal type of architecture, where the greens were flat and surrounded by a maze of clam-shell traps with a bottle-neck entrance, only one problem was involved—the golfer had no choice other than to hit a perfectly executed shot to the green. Since the shot required was often not in the average golfer's repertoire he realized he was doomed before he started.

"With the diagonal trapping, tongue greens and alternate routine to the green, he can play a shot which he feels is within his range. This involves mental keenness as well as playing skill, as one must vary the manner in which one plays the hole on any particular day.

