



Eighteenth green in foreground dwarfs newly remodeled clubhouse of the Asbury Park G & CC brought to life by Ray Cole after lying dormant for 13 years.

Rebuilds Abandoned Course and Clubhouse in Nine Months

RAY COLE has completed the first and toughest stage of a very hard job in golf. He has rehabilitated and reopened the Asbury Park G&CC at Neptune, N. J.

In nine months Cole went at a 212-acre area of brush, tangled undergrowth and scrub trees, and a tumbling wreck that once had been a clubhouse and with hard, smart work and about \$125,000 revived a course that has been closed for 13 years.

Cole, after a pro career that established him as an excellent instructor and golf businessman, was considering retiring from golf when he got word that the city of Asbury Park, N. J., was considering leasing its abandoned golf course. He flew up from Miami, explored the jungle that concealed what had been a course, took a look at the ruined clubhouse then, with confidence in his vision, went far out on a limb.

Reclaim Course from Jungle

He took a 20-year lease on the property for \$90,000. Before he gets through with the reconstruction, expansion, modernization and beautification program he will have at least \$300,000 in the plant.

Those who know Ray Cole say he will make a big profit and bring millions in added income to Asbury Park merchants and property owners.

When Cole first saw the site there was grass, weeds and bushes 4 ft. high on fairways and greens. Wild cherry trees had grown over the course during 12 years and in some instances were 15 ft. high.

The course was 6,427 yds. with a par of 72 and was a first-class layout. It is on rolling and wooded terrain. Ray has made a few improvements in the design.

When he got on the job his first step was to examine the condition of the water lines. He engaged the Wm. R. Hogg Co., an old and reliable plumbing firm, to repair the water system and put it into good working order.

There was no map of the piping so considerable work was required in locating the lines. Some of the pipe had been dug out of the ground and stolen. Many of the connections had rusted away. Rebuilding the water system took six weeks.

Cole's next order of business was to get the heavy growth removed. He bought two tractors. One he quickly began using to pull out trees. The other hauled a Woods double rotary high speed mower in clearing the course. He says this outfit did a very efficient job and has been kept in steady use putting the course into good condition.

Cole had a tight deadline in getting the greens planted. He set Sept. 15 as the date when this job was to be completed. Along came that stormy witch Hurricane Hazel and she delayed progress a week, in addition to washing out several of the newly seeded greens. However, the last green was seeded to Seaside on Sept. 30.

Before Cole got into his course restoration work he engaged a Rutgers University turf authority as consultant and hired Joe Malikowski, a graduate of Rhode Island Agricultural college, as supt. Then 10 workmen were hired and got onto the schedule of greens rehabilitation.

A Rotovator and tractor were rented and put to use cutting the greens sod into small pieces. This operation caused some trouble as the clumps of sod were hard to remove.

Hand raking and dragging with steel mats finished the preparation of greens for seeding. The former contours of greens were maintained. The Seaside caught well and was put on a maintenance program early so when the course opened April 26 the greens were in very good condition. The fairways still were spotty but were responding to a good fertilizing and liming program.

The fairways had a good stand of bluegrass and did not need to be seeded. After the greens were seeded the tees were modernized in construction, and seeded.

Winter Work A Big Program

Winter was a busy time, outside and in. Traps were cleared and filled with sand; the rough and woods were cleared and the vast accumulation of brush and other debris from the construction work was burned. This planned work gave Cole a course that opened with the appearance of needing only more growing time, instead of having the unsightly splotches that usually are left on new course jobs and which seldom receive attention until the following winter.

Moles gave trouble on the newly planted greens and tees. Mole traps were ineffective but liberal use of a poison called Mole-Not got rid of the pests.

Restoring Wrecked Clubhouse

As a professional Cole had seen too many places where the lesson and practice tees and practice putting green were inconveniently located and inadequate so in his redesign and reconstruction he took good care of these features.

The clubhouse presented almost a new

building job. Vandals had taken about everything loose, stripping every piece of metal from inside the building and the gutters and downspouts from outside.

All windows were broken. The doors were battered. Beams under both locker-rooms were rotted. Wiring had been torn out and the plastering was virtually destroyed.

One of the first things done on the clubhouse job was to install an oil burner and put the hot water and heating systems into good condition so the other interior work could be done in the winter under conditions that make it possible for workmen to do good jobs comfortably and without delay for thawing out.

Now the clubhouse, reroofed, restored and modernized, attractively decorated and efficiently equipped, is a revenue producer for Cole and a community asset.

Cole has hired Frank Siciliano as professional. Frank was with the course until it went out of business. He was in the Navy during World War II and upon his return opened a golf range.

The Asbury Park course is operating on a semi-private basis and on the pay-play policy started off with very good volume. The tourists to the Jersey shore and out-of-town players quickly followed and there is promise that Cole's establishment will be playing to capacity many days before this year is ended.

Fully Automatic Range Nears Completion

A unique fully automatic golf driving range is being completed at Third St. and Sunrise Highway, Bay Shore, L. I., N. Y., in this Long Island shore spot.

Holmes Cook, 631 Tenth Ave., New York City, is the designer and builder of the project which will also contain an 18 hole miniature golf course.

Except for retrieving balls, virtually every phase of the driving range is machine operated. The entire project will stand the developer some \$200,000.

The balls are picked up by a Worthington tractor unit, then dumped into a distribution unit which washes and dries them. A conveyor belt then carries the balls from a trough to the tee line. Insertion of a half-dollar coin by the patron starts the cycle of balls which are teed up from beneath the driving mat.

There will be a pro-shop connected to the club house carrying a full line of golf equipment. The fairways will be watered.