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SPALDING

SETS THE PACE IN SPORTS

10 QUESTIONS

often asked about **course building**

By **GEOFFREY S. CORNISH**

EXCLUDING real estate and clubhouse, the cost of building a golf course is no higher today than 30 years ago. Even with rising labor and material costs a beautiful course of championship length with larger greens and better fairways can be built for about the same figure as could a shorter and inferior course years ago. This is due to the marvels of modern earth-moving equipment and increased knowhow on the part of builders together with better fertilizers, chemicals and grasses.

To build a course without excessive construction costs, however, adequate planning, correct design and modern methods of construction are required. The purpose of this article is to put before clubs, corporations and individuals contemplating construction of a golf course an outline of some of the factors involved by giving answers to ten questions frequently asked. Since conditions and circumstances vary this information is to serve as a guide rather than as an absolute answer. Course building costs certainly can't be given except in a very wide range.

1. Should a layout be planned with any one age group in mind?

Because men past middle age often provide a large part of the financial backing for a club, one hears the argument with increasing frequency that a course should be planned for this group. This, in my opinion, is totally unnecessary.

An architect through devices such as alternate routes from tee to green for different types of players, and length and diversity in tees, can provide pleasurable and fascinating golf for everyone. With a tidal wave of younger golfers who shortly will be looking for clubs to join, it would appear extremely shortsighted for a club to have its course designed for only older members.

Another tendency equally shortsighted is to be detected on fee type courses. While it is a legitimate objective to plan these courses with the intention of getting the

maximum number of rounds over them in crowded periods, there is certainly no need to make a race track out of the course.

Lack of challenge on any golf layout inevitably leads to its downfall and the owner of such a course, although it is crowded today, may find his players moving to more interesting layouts as soon as the opportunity arises.

2. What is the prevailing trend in the use of sand traps?

Years ago a large number of sand traps were considered necessary. This led to distressing playing conditions for the average golfer and excessive maintenance costs. Then the pendulum swung the other way and certain clubs and fee courses removed nearly all their fairway traps. Today a middle-of-the-road trend is apparent. Artificial hazards in moderation, if skillfully placed, are worth extra maintenance costs as a contribution to strategy and a factor in making golf intriguing.

3. How many playing members can a course accommodate?

This is a most variable factor depending about as much on player inclination as on course layout. Still, for planning purposes, a club about to organize needs facts. Many clubs consider that 9 holes can accommodate 125 to 200 and 18 holes 325 to 450 playing members. There are courses comfortably accommodating more than this, but on the other hand there are some that are crowded with even fewer members.

4. How long before the new course can be opened for play?

To maintain member interest and to provide revenue it is necessary for the majority of courses to open as soon as possible after construction is completed. Furthermore, it seems that reasonably early opening (provided it is not too soon) brings putting surfaces into shape quicker because daily maintenance is often neglected when the course is not in play.

A course seeded in September can be opened by the following Memorial Day.

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Only Power-Bilts give your customers Master-Matched control. Master-Matching is an H & B manufacturing procedure which matches woods and irons to hand-crafted, dynamically designed master models. This means that each club in the set is perfectly inter-related in balance and feel, resulting in Uniform Swing Feel which provides the player with the ultimate in shot control.

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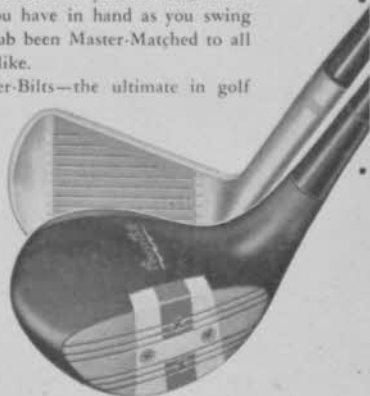
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To prove that Master-Matching really works, put a set of Power-Bilts to the Blindfold Test. See if you can tell, blindfolded, by feel, which club you have in hand as you swing them. So perfectly has each club been Master-Matched to all the others, that they all feel alike.

This season recommend Power-Bilts—the ultimate in golf club playability.

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Seeding in March or April permits a September (and in numerous cases a July) opening. As an example, work was started on nine holes of the Dartmouth CC near New Bedford, Mass. in December, 1954. Seeding was completed the following April. The course opened July 2, 1955. Much of the credit for the splendid condition of this club's new greens in a severely bad summer for turf is due to E. J. Maderias Co., the contractors, who did a superb job of fine grading, and to William Ash, supt., who took over areas of seedling grass and developed them in masterly fashion into putting surfaces within a few weeks.

After spring seeding of fairways permanent grasses will provide little cover that summer. Therefore, a large percentage of quick germinating grass such as domestic rye is required in the mixture if summer play is desired. By September the domestic rye will die out and permanent grasses should start to take over.

On seeded greens a very heavy rate of sowing is required with as much as 6-lbs. of bentgrass per 1000 sq. ft. if they are to be brought into play quickly. Newly seeded tees will give out quickly and it may be necessary to place the markers off them for fairly long periods the first season.

5. What is the cost of building a modern golf course?

Costs of a course necessarily vary with its design, lavishness, soil moving and conditioning, water available and several other factors. A deluxe 18 might cost \$250,000 or more including a fairway water system. On the other hand I can name less lavish courses, but still of high quality and championship length, where the cost of 18 without skimpy, make-shift work was around \$90,000 complete with green and tee water system. These figures do not include real estate and clubhouse.

Obviously land has a profound bearing on construction costs. Land where many cuts and fills are required as well as extensive tree clearing, stone and boulder removal and many acres to drain, or where there is inadequate topsoil will be costly to build upon. On the other hand ideal terrain may reduce costs below the figure above.

6. How necessary is a fairway water system?

An analogy has been made between movie houses with and without air conditioning and golf courses with and without fairway water systems. While this comparison is not altogether appropriate, a fairway water system is a desirable asset.

Still, required capital may not be available at time of construction and the club has to be content with a system for greens and tees only. At this time, if a source of water sufficiently great is available, the club might do well to consider installation of a fairway system for a future date and make provisions for main pipes. Later, if more funds become available the larger system can be installed either in toto or on a few holes each year.

7. What is the cost of maintenance equipment and course furnishings?

For the first season, \$4000 to \$7000 at current prices beyond construction costs is necessary to equip the course with minimum maintenance equipment. This is added to each year as the supt. requires additional items. In this regard, Orville Clapper of the Clapper Co., West Newton, Mass. listed in GOLFDOM, October, 1951, a total of \$35,000 worth of maintenance equipment to ideally furnish an 18-hole course. In addition an equipment building must be provided.

8. What type of construction machinery is required?

In early stages of earth-moving the largest equipment that can be rented will move soil for the least cost per cubic yard. Large scrapers, bulldozers, payloaders and power shovels will get the job done quickly and at far less cost than lighter equipment.

As the job proceeds, lighter bulldozers take the place of heavy equipment. Finally, farm or golf course tractors pulling mechanical rakes, small graders and rotary type plows do the finish work.

Only through wise use of modern equipment can value be received for money spent. Before World War II, for example, 100 to 300 men were necessary for construction. Today, mechanical rakes do all raking and finish grading on the fairways, rotary-type plows effectively mix sand and other materials into topsoil on the greens while powered screens and compost shredders handle soil screen operations. Seldom more than 40 men are needed and the labor force is often smaller.

9. By what methods can the work be carried out?

After the architect's plans are drawn up and specifications completed, the work can be let out on a contract basis to a golf course contractor or handled by club personnel. A third method is to let phases of the work out to a general contractor.

All three methods have advantages. It

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Model
LP636

This is the year for Tufhorse and you. Not a detail has been overlooked in bringing you the finest line of golf bags in the history of Tufhorse—qualitywise, moneywise, salewise. See them and you'll be convinced—show them and your customers will be convinced.

The LP636 is a large Keystone model in smart two-tone combinations, with body in Tusk White "Tuff-Hide" and colorful, embossed steerhide trim available in red, blue, green or black. Features new "truss-ribbed" saddle construction on side panels for added strength and beauty. Nylon lock-stitching throughout.

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has been repeatedly demonstrated that constant daily supervision over and above the supervision the architect normally provides is required from an experienced man. By hiring a golf course contractor, the club gets the advantage of his experience and that of his crew. Likewise, when the club handles the work on its own or lets it out to a general contractor it hires an experienced supt. For this purpose the future supt. is the logical man and his presence during construction results in his ideas being incorporated into an installation for which he will be responsible.

10. What costs other than those of construction are to be considered in planning stages?

Frequently clubs in the earliest planning stages set yearly dues with no thought to annual maintenance costs. These costs should be estimated in advance. Perhaps the best way for a new club to obtain the required information is from established clubs of similar quality, taking into account that certain features of older courses were designed for hand maintenance.

Eighteen hole courses, with which I am familiar, cost from \$15,000 to \$50,000 annually to maintain. At the former figure, courses are playable; while the latter represents perfection in grooming. Modern design streamlines the course for efficient power equipment maintenance and more thought is given during construction to the supt.'s future problems. Thus many super de-luxe layouts built today can be maintained for about the same as more modest courses built years ago.

416 Courses Benefit from Regional Turf Service

At the meeting of the 1955 Green Section committee of USGA held at the CC of Virginia, Richmond, Joseph C. Dey, Jr., executive director, reported that there are 404 subscribers to the Regional Turf Service and 416 courses are benefiting from it.

Among suggestions made at the meeting was one by B. P. Robinson advocating establishment by USGA of a seed foundation program to provide pure seed stock to clubs for nurseries and other purposes. It was also suggested that turf development exhibits be arranged at USGA championships such as Southern Golf Assn. has been holding in connection with its amateur championship tournament since 1953. Stronger support for the Regional Turf Service program also was advocated.

PATTY COMPLETES GREAT YEAR



Patty Berg finished her 22nd year of competitive golf and her 15th as a member of the Wilson Pro advisory staff by being top money winner (\$16,492) of women pros in 1955 and winner of the year's Vare trophy for low scoring average, 74.47. Patty's the first woman golfer to lead in purse winning and scoring average for a year. She won six events last year — St. Petersburg Open, Titleholders, Western Open, All-American, World's and Clock Open. With Wm. F. King, Wilson Executive vp (l) and Fred J. Bowman, Wilson pres., Patty appears with trophies she won last year. The trophies and the number of times Patty's won them (l to r): World's (3), All-American (4), Western Open (5), Titleholders (6).

Thanks Superintendents' Wives in New England Bulletin

A graceful job was done by Homer Darling, editor of the Newsletter of the Golf Course Supts. Assn. of New England for the organization's members. The Newsletter, in announcing a party honoring the supts.' wives, thanked the girls, per the following statement:

"The deepest tenderness a woman can show a man, is to help him to do his duty."

Mulock.

"Dear Ladies, God Bless You. Your men-folk in this organization are appreciative of your faithfulness, patience, and encouragement shown them during the past Summer's trials and tribulations.

"They needed your comfort and understanding more than ever when the pressure was the greatest—and you were not found wanting. Many times they were late for dinner, late for supper, and out in the middle of the night with emergencies.

"Maybe you did scold a bit but down in your heart your sympathy was theirs."

The Real "Secret" Is In Reasoning It Out

UNDoubtedly Ben Hogan thought he was selling his secret when he disclosed his use of an old method of club-face manipulation.

Actually Hogan gave away the secret of his success.

He did that in his talk on the PGA Educational committee's program at Atlantic City.

Hogan held 500—the majority being other professionals—spellbound for 50 minutes as he frankly, fully and fluently told them the true story of his development.

The story, or the secret, can best be summarized in one word—logic.

As Ben spoke of how he'd worked on his game there was revealed the operation of a brilliantly logical mind, a mind trained to reason about the golf game in an orderly way, and to discard elements that don't fit into a logical pattern of an efficient swing.

It's hard work to think, and even harder to organize thinking. Hogan organized his reasoning about his golf technique and on that account got more out of practice than others who also have spent hours on practice tees.

Hogan had his talk at the PGA well organized. It may have seemed spontaneous to some but Ben doesn't work that way. If an assignment is important enough to bring him from Ft. Worth to Atlantic City, Hogan, you may be certain, is logically prepared to do well.

Hogan Through? Maybe Not

By logic Hogan is trying to rule himself out of any more major tournaments as a serious contender. "I'm glad I'm just about through with tournament golf. I'll play some; I'll be around with the fellows but I won't be a competitor."

He's trying to reason himself into believing that the hard work he does in preparing for a major tournament is out of the Hogan plan from now on. But, as his talk at the PGA was studied it became quite obvious and logical that Ben couldn't play in a tournament without being an intense competitor.

If Hogan's logical shifting could have determined what's wrong with his putting Ben easily could have been the winner of six and possibly seven U. S. National Open championships. Hogan has had too many 34 putt rounds in recent years.

Cold Reasoning

Quotes from the Hogan talk repeatedly exhibit the cold valid reasoning that explains Hogan's mastery of golf shotmaking:

"I don't profess to be an instructor. I can only tell what I've put into and taken out of my own swing; what I've found will work and what won't work.

"You have to find what will fit you and produce for you. I don't know anyone who knows and can tell the one correct way to swing a club. Anyone can learn to swing a club well in his own way but the big job is to learn to repeat the correct swing.

"There are a lot of movements one doesn't need that try to get into the swing, but actually there are only about five things you have to have correct:

"1—The grip must be the correct union through which you can telegraph all your energies;

"2—Your posture must be such that you look like a golfer. Your derriere must be back of being in line with the rears of your heels and you must be in perfect balance.

Ben — Briefly

Anyone can learn to swing . . . the big job is to learn to repeat the correct swing.

There are only about five things you have to correct: Grip; Posture; Position of arms at address; Coming through; and Body turn.

Golf's an unnatural game—the best swing doesn't come naturally.

I study the course, figure what will win, weigh my game and then go to it.

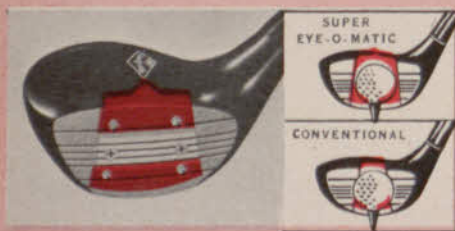
Slicing? I know no secrets for curing it.

MacGregor Tourney Woods for 1956 . . .

Super **EYE-O-MATIC**

Big new dimensions
automatically help any golfer get more
distance and improve accuracy

Hitting area increased more than one-half inch



Size of the head of these 1956 woods has not been increased, yet the entire head has been redesigned to add more hitting area. Compare the conventional wood with a Super Eye-O-Matic. There's 100% less chance for a bad shot from the toe or heel. That's making the game easier!



King-size Fibre Insert.

Conventional Insert.

New manufacturing methods make it possible to nearly double the size of the fibre insert. Now when a ball is compressed against the club face, it touches only the fibre, not fibre and wood. Result: "Hitability" has been added and there's a more uniform "feel," shot after shot.



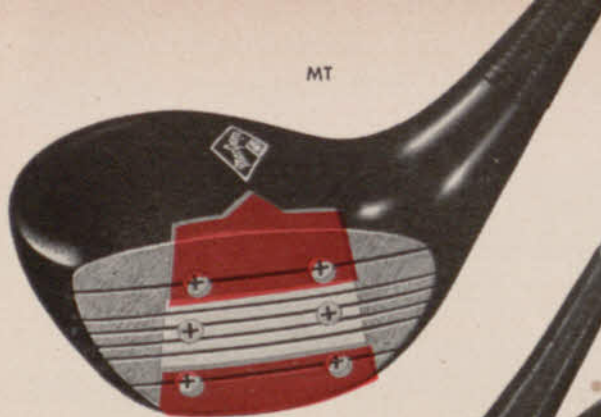
Easier to Align Ball, Here's a sure-fire assist when addressing the ball. Exclusive design of fibre insert points out correct alignment. Helps set up exact direction you want the ball to go. Golfers in all handicap ranges will find that this is an automatic improvement in accuracy. This feature gives the home pro new sales ammunition. Golfers are vitally interested in any clubs which promise to boost confidence . . . Super Eye-O-Matics do just that!



Convexed for Added Power. The secret of those long wood shots by today's tournament gofers is in the 1956 Super Eye-O-Matics. The face of each wood is perfectly Convexed. The slight bulge gives the ball quicker get away. The impact does not feel "flat."

Important: The bulge should not be too much or too little. Only MacGregor experience makes it exactly right.

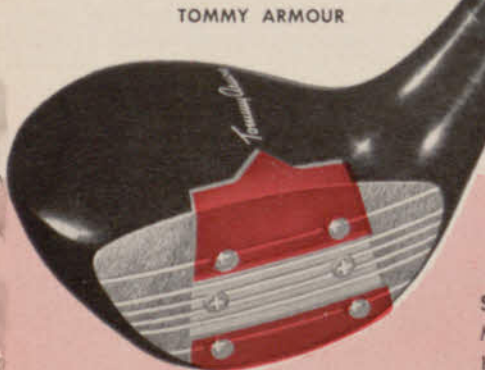
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SUPER EYE-O-MATIC WOODS—another MacGregor first, exclusive in America's pro shops! Here are masterpieces of the clubmaker's art, created by Toney Penna, world's foremost club designer. They are the newest advancement by MacGregor to make golf an easier, more enjoyable game.

And what improves golf, *sells*. It takes more than modern appearance and a name for golf clubs to sell these days. MacGregor Tourney Super Eye-O-Matic woods for 1956 have what it takes from every angle—playability and eye-appeal, backed by the name which has meant the finest in golf craftsmanship for the last 60 years.

Home pros know that MacGregor woods have sales appeal. They have ordered, for spring delivery, more MT, Armour, and Suggs Super Eye-O-Matics than any other woods in MacGregor history.

Be sure of your share of greater profits this season by stocking enough of these exciting new clubs.



New, Weather-Tested Stain Finishes. Impregnated into the persimmon wood, MacGregor's new stain finishes have been thoroughly tested under the severest climatic conditions, hot to cold, dry to wet. This is an original process developed by MacGregor to make Super Eye-O-Matic wood owners not only proud of each club's playability but of its rich beauty.



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Golf, Tennis, Baseball, Football, Basketball

"3—The arms must be in right position at address, with the left arm being fairly straight as though there were just one shaft from the shoulder to the head of the club, with a hinge at the wrist. The right arm is somewhat loose, with the right elbow pointing down.

"4—In coming through the right arm straightens and the left arm bends.

"5—The body must turn smoothly and in good balance.

Golf is Unnatural

"The pro must develop muscle memory for repeating the good swing as golf is an unnatural game and the most effective swing won't come naturally.

"Clothing has had something to do with the golf swing. When golfers wore coats the left arm had to be bent on the backswing.

"Golf teachers are better now because the swing is better understood and professionals know more about teaching.

"The game require specialization. To play tournament golf you have to work at your game 8 hours a day and in doing that you can't run a club job properly.

"I see many who look very good on the practice tee but who don't do well in tournaments because they haven't been schooled in managing themselves for a round. Management is something a fellow has to learn for himself.

"The home club pro is at a great disadvantage in a tournament. He hurries from his own club to the tournament course to compete against tournament specialists. Then when the home club pro and his members are disappointed by his showing in the tournament his members ask 'What happened to Joe?' The explanation is that Joe had been taking care of the members who asked the question.

"Anybody can be a good golfer if they want to work at it. The game isn't too hard or tournament players wouldn't be scoring as they do now.

"I've been playing golf since I was 12 years old. If I had to do it again I'd be playing left-handed—but I don't know whether I would be up here talking.

Says He's Slow Thinker

"Some authorities say that changing a naturally left-handed person into right-handed performances slows them as speakers and thinkers.

"I'm a slow thinker. It takes me days to familiarize myself with a course and make my plans for a tournament. I figure out what will win, weigh my game,

then go to it. Sometimes I have to take chances because I figure that the winning score will be better than my normal game.

"I try to resist the temptation of thinking about what the other fellows are doing. I keep to myself. I want to obliterate everything outside my business.

"It is hard to concentrate for four days. It's hard, too, to ease up when you come in from a round. It takes me a couple of hours to ease up. "I seldom know what my partners have scored. I review what I've done while I'm easing out of the concentration competition requires of me.

"There was no phenomenal job adjusting myself to Carnoustie. Conditions were not too severe. Wind blows hard for two or three holes then stops, then blows again.

"The first two or three days I had sore wrists and hands. The divots wouldn't come out. I played three small balls and three large balls for two or three rounds. The small ball can't be knocked off line as easily as the large ball.

Likes Scots Golf Spirit

"The Scots are great people. I wish we had their kind of golf spirit."

Matters of technique Hogan treated in the Q and A period following his scheduled talk.

He said that he got hooking so he couldn't get the ball off the ground with a wood and left the tour to go home and think out the answer.

At home he got thinking about the old-timers pronating and musing on this one night before going to sleep suddenly thought he'd got the answer. He jumped out of bed and turned his left wrist in the manner he has described as his "secret."

He said he couldn't hardly wait until daylight. He went out to test his theory and arrived so early he had to shag the first bag of balls himself.

The first tournament in which he tested his new wrist action was at Tam O'Shanter in 1951 when he won May's World's Championship.

Ben told of making a grip change that helped him, when he changed from having a long thumb which permitted the club to be loose at the top, to a short thumb that keeps the club under control at the top.

He told of initiating his backswing with a waggle to take out the tension, then after the last waggle placing the club behind the ball and without stopping motion, beginning his forward press.