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Anselme Bourassa is the owner of Les Vieilles Forges Club de Golf, Trois-Rivieres, Quebec, Canada.
Jean Pierre Masse is a turf consultant and landscape contractor with Masse & Fils Co., Cap de la Madeleine, Quebec, Canada.

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GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 49, No. 4, APRIL 1975, INCORPORATING GOLF BUSINESS

ARTICLES

ON THE COVER

The view from the rear of the clubhouse at Augusta National Golf Club is one of the most picturesque scenes in golf. The southern styling of the clubhouse is the perfect setting for leisurely lunches and dinners served with the finest china and silver and a view of the course's 9th hole. Near the clubhouse are a number of "cabins" of the same design where members, many from out-of-state, stay during visits. The use of the word "cabins" is strictly a habit from over the years, because they are styled in a manner similar to the clubhouse, and are large enough to comfortably house members and guests in fine form. The clubhouse is surrounded by many beautiful trees, and these trees and the trees on the course come into bloom right about the time of the Masters giving the tournament a lush background.

APRIL IN AUGUSTA April is Masters month. All of golf's eyes turn to Augusta National Golf Club in Georgia for the premier event on the pro golf tour. The aura and traditionalism of the Masters and Augusta has been fully covered over the years since the event began in 1934. But when it comes right down to it, nothing is more important than the turf upon which the event is played. Bubba Luke is the superintendent at Augusta, and in an exclusive interview with GOLFDOM, explained how he keeps the course in top shape. _____ 8

CLUB REPAIR: LET'S TALK ABOUT BASICS Will the recession finally hit the pro shop this year? If it does, more golfers might be buying fewer new clubs and will get the old ones fixed up. A hedge against a tight money situation, pros might turn to club repair as a needed boost to cash flow. The basics are simple. Expert Ralph Maltby explains them and looks at repair in length. _____ 14

EVERYTHING YOU ALWAYS WANTED YOUR SHOP TO BE El Paso Country Club Pro Bill Eschenbrenner had a chance to do what every pro wishes he could. The club committee had decided to build a new pro shop from the ground up, and Eschenbrenner was in on the planning right from the start to build the kind of shop he always wanted. _____ 20

WHAT DOES TENNIS COST? WHAT IS IT WORTH? More and more people are beginning to play tennis, and the game is becoming of more consequence at country clubs across the country. If you are thinking of adding tennis courts to your club, or expanding facilities you already have, here is the latest on construction and costs. _____ 24

WEED CONTROL: AN EXACT SCIENCE Chemical weed control has advanced turf management immeasurably in recent years. Rutgers University Professor Dr. Ralph E. Engel warns that careless use of herbicides has done more harm to the grass than many superintendents have realized. He lays out an efficient and safe program for weed control on golf courses. _____ 27

RIGHT IN YOUR OWN BACK YARD Turf repair costs seem to get higher every day. Convenience and cost cutting could be utilized by the superintendent by starting his own course nursery. Jim Converse reports on the feasibility and advantages of such a project. _____ 32

LITTLE SHOP, BIG PROFIT A Florida pro turns a converted house trailer into a four-wheel pro shop. Crammed with merchandise and selling innovations, the shop has turned over its inventory three times since last September and currently has a \$35,000 inventory on hand. Senior Editor Herb Graffis reports on the mobile home operation. _____ 36

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SWINGING AROUND GOLF

Required reading for golf businessmen: The 81st annual report of the executive committee of the USGA must be considered required reading by anyone who claims to know — or should know — golf business.

The USGA report is for persons who are officially certified, or think they should be, as golf pros, club managers and superintendents. It is the ABC's and a preview of the higher learning for those needed and ambitious young men who are getting educated for happy, prosperous and secure careers in golf. It is a basic schoolbook for those in the PGA, CMAA and the many agricultural schools with which the GCSAA is associated.

The golf manufacturing company executive who has not read this report may not know what he should about his market. By the way, the USGA policy on the universal ball saved some manufacturers enough, so these manufacturers can spare the time to read the USGA report.

The USGA is the best-directed and operated organization in American sports today — perhaps in world sports. For national public service and usefulness to the amateurs and professionals and businessmen in the game, it governs with consent of the governed, and there is not a sports body anywhere nearly as good for the country and its sport as the USGA.

Everywhere one's eyes go in the sports scene, the USGA looks better. It has kept amateur as well as pro golf growing and healthy. Yet, as the most useful and best-operated organization in sports, the USGA lost \$49,291 last year. The difference in the bottom lines, while painful, is not dangerous as the USGA has about \$560,000 in the sock for a quick snatch and about \$900,000 in other assets.

The 1974 USGA deficit can be explained in simple terms — too many freeloaders. However, the decrease of 1974 tournament income over expenses from figures of the previous year accounted for 40,208 of the 1974 red ink. In 1974, the USGA Green Section deficit increased \$30,598. The Green Section expenses were \$364,113. Income from Green Section turfgrass service was \$261,065. Green Section service is the biggest bargain any sports organization — amateur or professional — gives its players and public.

The treasurer's figures can only tell a small part of the USGA story. Services contributed without charge by officials and committee members mean time, brains and results in the millions for the benefit of all golfers.

To know golf business, read the USGA annual report.

Experience teaches how to balance inflation: there are indications the necessity for economies in golf course operation is not proving to be the terrible problem it threatened to be.

The Green Section annual meeting in New York drew a record attendance of more than 500 and with its keynote of economy brought out ideas for improving the playing conditions, housekeeping and labor, machine and materials management at courses with economies to offset inflation. The traditional ingenuity of the golf course superintendent seems to surface every time there is an economic pinch. Things that seems to be unbeatable — things like higher prices for fertilizer, insecticides and herbicides essential to course condition — seem to be handled without deterioration of the courses. In some way experience appears to be nearly keeping inflation in balance with the budget.

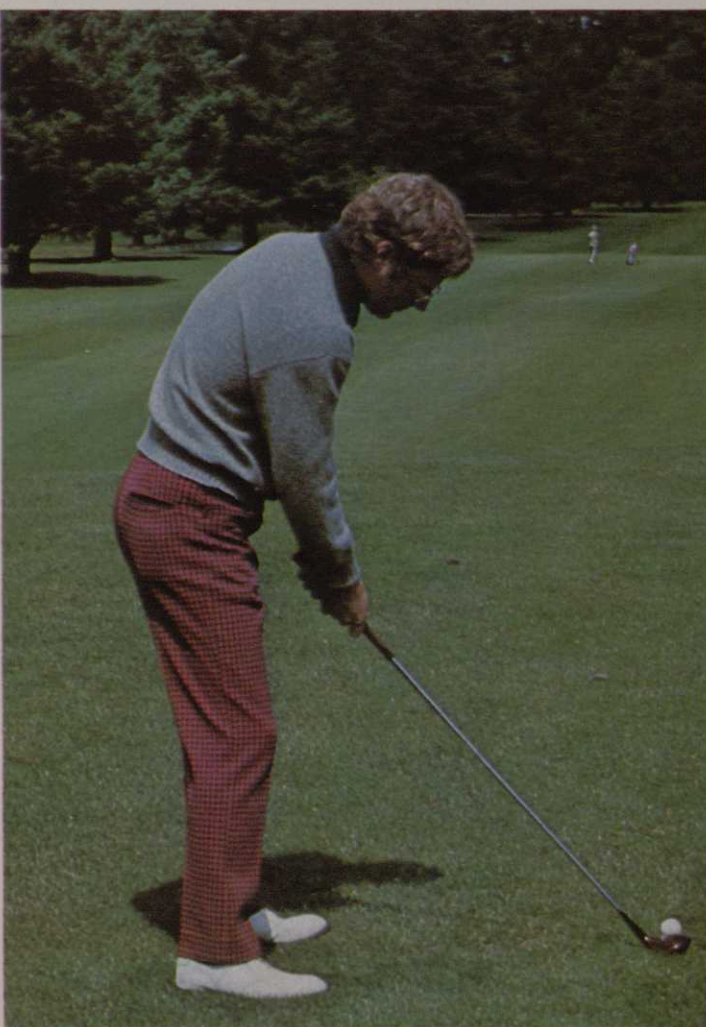
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"I'VE NOTICED ON P.G.A. COURSES I'VE PLAYED THAT HARD USE AREAS SEEDED IN MANHATTAN PERENNIAL RYEGRASS HOLD UP BETTER, LOOK BETTER AND PLAY BETTER THAN OTHER GRASSES. . ."

Patuk C. Fitzsimons



Fitzsimons on ^{CERTIFIED} Manhattan



Pat Fitzsimons, in winning the Glen Campbell Los Angeles Open at Riviera CC, Calif., Feb. 20-23, set a new course record of 64 for a single round and tied Ben Hogan's record for this event. Fitz, above, tees off on the No. 1 Manhattan tee at Salem Golf Club course, Salem, Ore., where he previously tied the world record score of 58 on a 6,000 yard course.

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APRIL IN AUGUSTA

WHAT MAKES THE MASTERS GREEN?

Augusta National Golf Club in Georgia may not be the toughest course on the pro golf tour. But the Masters Tournament held there every April is probably the goal most pros have at the top of their win list. Gary Player won it last year and has called Augusta the best-conditioned course he have ever played.

"Bubba" Luke appreciates that comment. He has more than a passing interest in the Masters and Augusta, because the course pros say has the truest lies and the best

putting surfaces is his responsibility. Bubba, or James F. if you are being formal, is the superintendent at Augusta.

"I'd be lying if I said there wasn't more pressure here than at other courses," Luke told GOLFDOM. "I'm not trying to sound boastful or anything, the fact is that we have more problems here because of the Masters. Some things have to be done differently because of the Masters; it comes down to having the course better-manicured than most. Hadley (his right-hand

man, Hadley Plemmons) and I don't have anything on most superintendents, we don't do anything most superintendents couldn't do, but our standards have to be a little higher because of the Masters."

Bubba grew up on golf courses. His father, Marion I. Luke, was superintendent at the course for 15 years after World War Two. Then he moved to Vice President Nelson Rockefeller's course in Puerto Rico.

But back to Bubba. He has been at Augusta five years, three as head superintendent, not to mention 14 years working at the Masters. He is obviously doing something right. Here are some of the main points made by Luke in an interview with GOLFDOM.

All prices are up an average of 20 percent this year, but you do what you can; he thinks he has a top-notch irrigation system, and attributes much of his success to that system; upkeep of the greens is the most visible part of his job, and with this in mind he buys new greens mowers every three years; he is big on soil samples, and does not understand how a superintendent can think he is doing his best job without them; he fertilizes his fairways monthly, and does other things he can do because his course is closed from June through September. But come March 1 there is no busier man than Bubba — preparing for the Masters to be held



The clubhouse of Augusta National Golf Club



James "Bubba" Luke, superintendent at Augusta National

APRIL IN AUGUSTA continued

in mid-April — and he says he could not do the job he does without his hard-working crew.

Augusta totals 365 acres with 130 acres maintained by Luke and his crew. This consists of the main 18-hole course, plus a par-three, nine-hole course that sponsors local tournaments every Wednesday.

The course is a 328 Bermuda hybrid base overseeded with "Penn-fine" perennial ryegrass on the

greens and tees, and with "Penn-lawn" fescue on the fairways. This year is the first Augusta has gone to "Feldspar" sand in its traps, the same sand used by Vance Price at Tanglewood Golf Club, in North Carolina, site of last year's PGA Championship. Luke says he has gotten at least 100 requests from other superintendents about his sand. More than 40,000 azaleas are planted throughout the course for

color, in addition to the other 17 plants for which the 18 holes are named. There are no car paths on the course.

Luke utilizes a Toro automatic irrigation system which has the capability of watering greens, tees and fairways separately. He has 725 heads total on the par-three and the main course. One of his workers, Herb Turner, is trained to troubleshoot the system, and spends most of his work week providing maintenance for the system. continued

42 YEARS AT THE MASTERS

Probably the best-known shot in all golf tournament history occurred in the fourth round of the 1935 Masters. Gene Sarazen holed out the 15th hole with a 220-yard, four wood shot for a double eagle. The stroke enabled him to tie Craig Wood for first place, and then set the stage for his ultimate victory in a play-off round. Bruce Devlin became the only other player in Masters history to score a double eagle when he also holed out on his second shot using a four wood on the par-five 8th hole during the first round of the 1967 Masters.

The youngest player to win the Masters was Jack Nicklaus in 1963 at the age of 23. The second youngest was Byron Nelson in 1937 at the age of 25 and two months, and the third was Gary Player in 1961 at age 25 and five months.

Craig Wood shot an 88 in the first round of the 1936 tournament, then scored 67 in the second — a difference of 21 strokes.

Frank Walsh used up 12 strokes on the 8th hole in 1935. Herman Barron took an 11 on the 16th in 1950 and Dow Finsterwald took an 11 on the 12th in 1951.

Herman Keiser three-putted the 18th green on the final round of the 1946 tournament, thereby opening the door for Ben Hogan to overtake him. But Hogan, although he had a good chance to score a birdie that would have given him the championship by a one-stroke margin, also three-putted — leaving Keiser in sole possession of first place.

During the first round of the 1947 tournament, Jimmy Demaret played a shot out of deep water in front of the 15th green. The ball

came to rest within four feet of the pin and Demaret holed out for a birdie. He went on to win the tournament.

During the third round of the 1953 Masters, Count de Bendor (better known as Johnny de Forest) found his ball lodged in the bank of the brook in front of the 13th green. After carefully surveying the situation, Johnny decided, although the stream was running rather full, that he could play the ball. Thereupon he stripped off his left shoe and sock and rolled his pants above his knee. Johnny next, very carefully, planted the bare foot on the bank and stepped into the deep water with his well-shod right foot. The spectators who witnessed this incident will long remember the look of incredulity on the affable Count's face as he realized what he had done.

While playing the fourth round in 1954, Al Bessellink hit his tee shot into the water on the 12th. Finding that the ball had come to rest on a small sandbar in midstream, Al waded out to the spot and succeeded in playing his ball to the green. Then, following the unconscious dictate of long habit, he carefully smoothed out the indentation he had made, leaving an unblemished sandbar for the next golfer.

Cary Middlecoff's putt for an eagle at the 13th hole during the second round of the 1955 Masters was estimated, by common consent of Middlecoff and the writers, at 75 feet in length. That this is a conservative estimate may be judged by the fact that one writer, who paced off the distance, arrived at a figure of 86 feet. Considering that there are relatively few greens in existence big

enough to even permit a putt of this length, Middlecoff's must go down in golf history as one of the all-time long putts of major league competition.

Gene Sarazen and George Fazio were first off the tee in the final round of the 1947 tournament. They finished the 18 holes in one hour and 57 minutes, Gene scoring 70. In 1960 George Bayer and Jack Fleck went around in one hour and 52 minutes and made scores of 72 and 74.

Two fine golfers encountered almost incredible difficulties during the fourth round of the 1951 tournament. Sam Snead began the day tied with Skee Riegel for the lead with 211 but went from a third round 68 to a fourth round 80. Surprising as this was, William (Dynamite) Goodloe, Jr. started the same round leading the amateur field but followed his 72 of the previous day with a concluding 88.

Ed Oliver, Jr. and Hogan waged a classic medal play duel when they were paired together on the third day of the 1953 Masters. From the moment Oliver birdied the first hole, the twosome produced some of the most spectacular golf ever seen at Augusta. Hogan shot 32-34-66 to Oliver's 34-33-67. The best ball score for the two was 31-29-60.

In 1957 Byron Nelson put his tee shot into the water at the 16th hole, then hitting a second ball brought off a superb seven-iron shot. The ball struck the flagpole squarely, about a foot above the cup and bounced back into the water. Nelson said this was the only time in his career he had had a shot strike a pin and end up in a water hazard. □