



The Golf Chronicles

The story of golf at Reading Country Club and in Berks County



Number 38 • March 8, 2016



Hawley Quier

For more than 40 years, Hawley Quier (1897-1977) headed the Reading Eagle Co., which was founded by his grandfather, Jesse Hawley.

Mr. Quier was also chairman of WEEU Broadcasting Co.; president and treasurer of Hawley Realty Co.

Mr. Quier was an avid golfer. He won the first Berks County amateur championship in 1929, was Berkshire club champion nine times and won the Central Pennsylvania amateur in 1923.

He drove Army supply trucks in France in 1917. On October 27, 1917, he was heading home aboard the *Finland* when the ship was torpedoed by a German submarine. After several hours adrift in a tiny lifeboat, he was rescued. He graduated from Princeton University and joined the family's newspaper business. He served an apprenticeship by working in all departments, including the editorial staff.

He died in his home on July 1, 1977, at age 80.

Moselem Springs GC Takes Shape

George Fazio's Masterpiece

The news was splashed across the top of page 27 in the *Reading Eagle*, Sunday, February 4, 1962: "18-Hole Golf Course is Planned at Moselem".

Those who read the article learned that 225 rolling, scenic acres of Berks County countryside would be turned into what was promised to be a golf course that would rank with the finest in the East. Construction was to begin within two weeks. The golf course was to be opened in May or June of 1963.

Hawley Quier, publisher of the *Reading Eagle* and *Reading Times*, was president of Moselem Development Company. **William J. Rohn**, executive vice president and general manager of the Reading Eagle Company and owner of Ha'Penny Farm in Limekiln, was vice president and **John Guenther**, an accomplished golfer who had won the Philadelphia Amateur (1960), Pennsylvania Amateur (1952), and Pennsylvania Open (1960), was secretary. Guenther would go on to open Heidelberg Country Club in 1969.

Moselem Springs was built on what was known as the "family farm" owned by Mrs. Edwin A. Quier and Mrs. William Seyfret. Several stories have been told about the inspiration that led to the club's founding.

Some believed that Hawley Quier was so annoyed at being unable to get a starting time at Berkshire that he decided to build his own golf course.

A July 30, 1989, *Reading Eagle* article tells a different story. According to John Guenther, the starting time story is not how it happened. He said the course was built partly out of frustration that the condition of courses in Berks County "...were not up to standards on a national plane."

He described a Berkshire locker room conversation with Quier, who stated his dream of building a golf course on his family's Richmond Township farm. Guenther said, in effect, "Count me in." Soon thereafter, Quier asked Guenther if he would like to leave his family's hosiery business and go into the golf game.

Building a dream. Here is Hawley Quier's explanation, from a club publication:

"Some years ago on what must have been the hottest day of that summer I sought relief for body and spirit in the spring-fed pond on what was termed the 'family farm' at Moselem Springs. Moments later, raising my head from the surface of the water, I recall vividly looking over the terrain and saying to myself, 'What a wonderful natural setting for a golf course!' The 'family farm' is now a memory and a golf course has been designed and constructed by George Fazio which has surpassed by far the scope of my dream."

George Fazio, in his fifth year as a course designer, was selected as the architect. Construction work would be done by the George Fazio Golf Course Construction Co. of Ambler. His best known course at that time was Altantis Country Club, Tuckerton, N.J. He has also been awarded a contract to make alterations to Aronimink Golf Club to prepare it for the 1962 PGA Championship.

The course was built for about \$400,000, which was top of the mark in 1964. The clubhouse and other facilities were built by Edward A. Reider, Inc., Reading.

From the *Reading Eagle*, July 30, 1989: Prior to beginning work on Moselem Springs, Fazio said, "In all my golf years, I can't recall ever having seen a location so perfectly suited for a championship golf course, from the standpoint of physical challenge and rural beauty."



The Golf Chronicles

The story of golf at Reading Country Club and in Berks County



Number 38 • March 8, 2016



The Faz's Finest

George Fazio considers Moselem Springs one of his finest designs. Here are some other Fazio courses.

- PGA National Golf Club, Florida (The Haig and The Squires courses)
- Jupiter Hills, Florida (Hills and Village courses)
- Butler National Golf Club, Illinois
- Squires Golf Club, Penna.
- Waynesborough Country Club, Penna.
- Pinehurst #6, N.C.
- Moss Creek Golf Club, S.C. (Devil's Elbow South Course)
- Ridgefield Golf Club, Conn.
- Cariari Golf Country Club, Costa Rica
- George Fazio Golf Course, S.C.
- The National Golf Club of Canada, Ontario
- Turtle Bay Resort, Hawaii
- Edgewood Tahoe, South Lake Tahoe, Nevada

Crossing the dam. The 1962 article reported that Fazio would design and build a par 71 golf course that would play to 7,000 yards from the championship tees. The course would feature an underground irrigation system with sprinkler heads built into the ground. On two holes, the fifth and the ninth, the golfers would have to hit their balls over Merkel's Dam. Fazio was particularly delighted with the 13th hole, describing the 235-yarder as "...one of the most challenging par threes anywhere..." with a fairway cut through a grove of trees and a gaping sand trap in front of the green. He said the front nine would have 26 sand traps and the back side would have 28.

Uppermost in Fazio's mind was taking full advantage of the natural hills and valleys. To augment the mature trees on the property, several thousand trees ranging from two-footers to some as high as 40 feet were planted between April 1962 and November 1963.

The Moselem Springs Golf Club that opened on July 1, 1964, was somewhat different from the one that had its public airing in February 1962. Par was reduced by one to 70 and the championship yardage came in at 6,892, a slight reduction from the planned 7,000 yards.

John Guenther, club manager, explained in a June 17, 1964, *Reading Eagle* article: "The course, as it is today, is quite different from the one originally put on paper. Fazio, himself, made some changes and each time we decided on a switch, we would talk about it and then go ahead. Every change has been made with just one thing in mind—making it a better and more fair test of golf."

The new club capped membership at 170 men and 60 women. Membership was limited so the course would not be taxed beyond its capacity for enjoyment and uncrowded play.

The Open comes to Berks. In just its fifth year of operation, Moselem Springs hosted the 1968 U.S. Women's Open, July 4-7. **Susie Berning**, a 26-year-old newlywed from Nevada, shot five-over-par 289 to defeat **Mickey Wright** by three strokes. Berning won \$5,000 from the \$25,000 purse. She would go on to win the Open in 1972 and 1973. Berks County's **Betty Fehl**, a member at Berkshire, missed the cut with rounds of 85-82. The course played to a par 71 at 6,239 yards.

ABC-TV broadcast the final-round from 4:30 to 6:00, with **Chris Schenkel**, **Bud Palmer** and **Byron Nelson** reporting the action on the last three holes. This was the only live coverage of women's golf on national TV in 1968.

Berning returned to Moselem Springs in October 2007. With her daughter, Robin Doctor, she was in the midst of what she called the "open crawl", having played at Winged Foot in Mamaroneck, N.Y., where she won the '72 Open, five days prior. They were scheduled to play the Country Club of Rochester (N.Y.), site of her '73 title, five days hence. According to the *Eagle*, Berning knew yardages and club selections as if she played the course last week.

Top 100. In 1972, Moselem was selected by *Golf Digest* magazine as one of America's 100 greatest golf courses, ranking in the second 50. This marked the fourth time the magazine compiled the list, the first being in 1966. Alas, nothing lasts forever. Moselem is no longer considered a top 100 course in the most recent ranking published in January 2015. Although only four post-1970 courses make the top 20, 47 of the top 100 courses were built after 1970. The highest ranked newcomer is Sand Hills, Neb., at #11.



The Golf Chronicles

The story of golf at Reading Country Club and in Berks County



Number 38 • March 8, 2016



George Fazio designed Moselem Springs golf course to take full advantage of the natural hills and valleys.

One of the courses on the list, Shadow Creek in North Las Vegas (#32, opened in 1990), was built at a cost of \$47 million. Explained architect Tom Fazio, the budget was necessary because “total site manipulation” was required to create an environment that did not exist in the desert.

Moselem Springs is currently ranked #23 in Pennsylvania.

The Faz. George Fazio played the PGA tour before turning to golf course architecture. A native of Norristown, Pa., Fazio played in the 1948 and '49 Reading Opens. In 1948 at Berkshire Country Club, his score of 281 was good for a 19th place tie, 12 strokes behind Ben Hogan's winning score. Fazio tied for 11th in 1949 at Reading Country Club, shooting a final round 66, to finish 13 strokes behind the winner, Cary Middlecoff.

Like the touring pros of his era, Fazio also held a club job that provided a steady income. During the 1940s, he was head pro at Hillcrest Country Club, Los Angeles. His career winnings on tour totaled just \$50,000.

Fazio first played the PGA Tour in 1941. He won two tour events, the 1946 Canadian Open and the 1947 Bing Crosby National Pro-Am, in which he tied with Ed Furgol. There was no playoff. That was the first year the Crosby was played on the Monterey Peninsula, using three golf courses: Pebble Beach, Cypress Point and Monterey Peninsula. The '47 tournament was a 54-hole event. Fazio shot 75 in his final round, played at Pebble Beach.

He also won the Philadelphia PGA Championship, the California State Open, the Middle Atlantic PGA Championship and was a five-time winner of the Philadelphia Open Championship.

Battling Ben. His finest moment on tour came in the 1950 U.S. Open at Merion Golf Club where he finished third following an 18-hole playoff won by Ben Hogan with a score of 69. Lloyd Mangrum shot 73, Fazio had a 75. Fazio played in 10 Opens. He played in the Masters seven times, with his best finish a 14th place tie in 1952. Fazio teed it up in the PGA Championship 12 times, including 10 match play events where his best showing was four trips to the round of 32. His best stroke-play finish was tied 25th in 1958.

Accomplished as he was as a player, Fazio's greatest contributions to the game are as a course architect. He put the Fazio name on the golf map. Early in their careers, George and Tom Fazio worked together in the family design company. Kimberton Golf Club, a public course near Fazio's Norristown home, was his first design. Tom, George's nephew, left the family firm in the 1960s and has become one of golf's renowned course designers.

George Fazio died in Jupiter, Fla., in 1986, at age 73.

Ben Hogan (left), George Fazio (center) and Lloyd Mangrum inspect the U.S. Open trophy before the playoff that would decide the champion at Merion GC, June 12, 1950. Fazio made up four strokes on Hogan and six on Mangrum with an even par 70 in the final round.





The Golf Chronicles

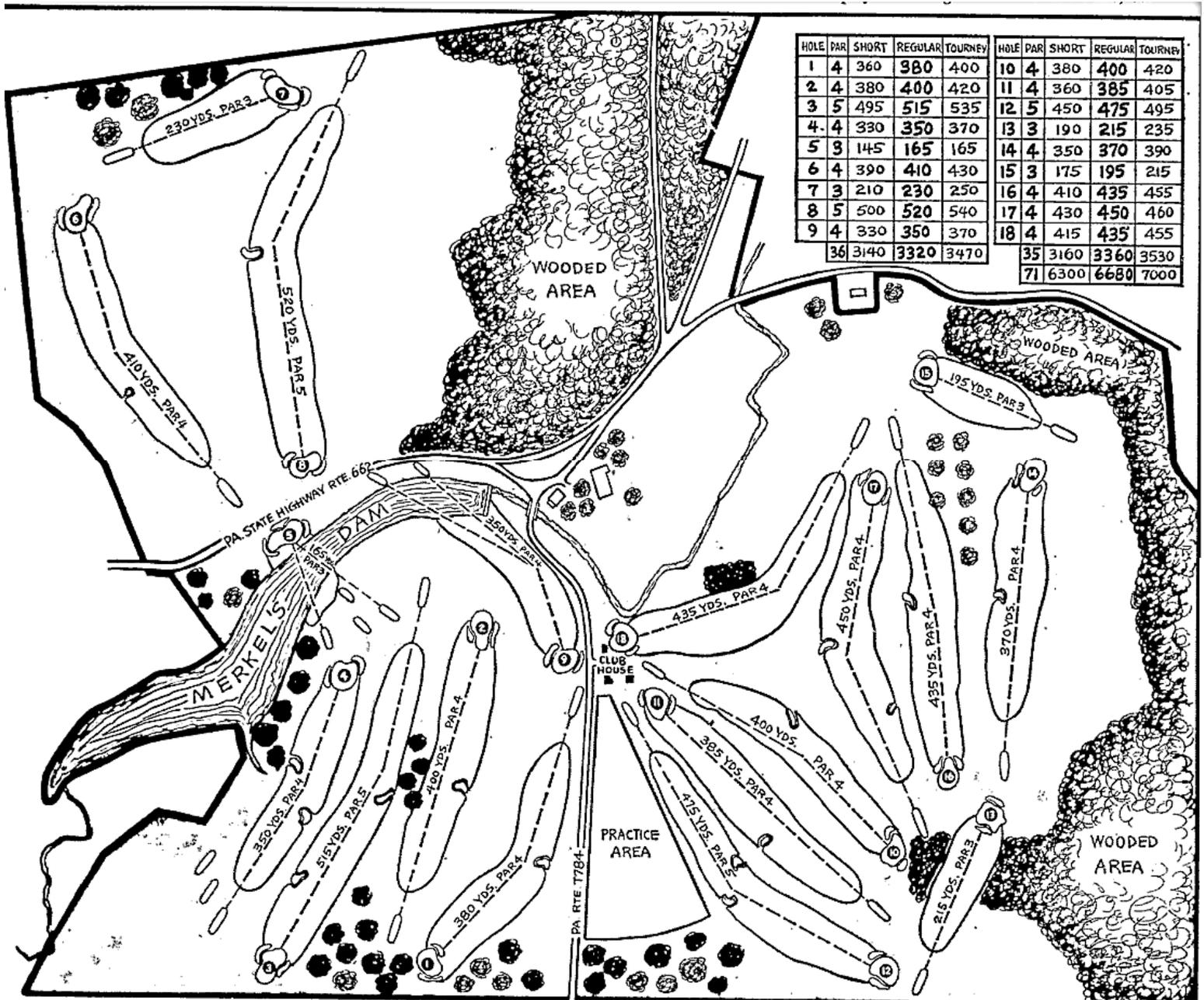
The story of golf at Reading Country Club and in Berks County



Number 38 • March 8, 2016

The Concept

This vision of the Moselem Springs Golf Course appeared in the Reading Eagle, February 4, 1962. The layout for the 2nd, 3rd and 4th holes changed by the time the course opened on July 1, 1964. The course layout is on the next page.





The Golf Chronicles

The story of golf at Reading Country Club and in Berks County



Number 38 • March 8, 2016

The Reality

This view of Moselem Springs appeared in the Reading Eagle, November 27, 1966, in an article announcing that Moselem would host the 1968 U.S.G.A. Women's Open. The 8th hole was played as a par 5 for the tournament. The photo shows how the layout of the 2nd, 3rd and 4th holes differs from the 1962 drawing on the previous page.

