NATURAL VISTAS
Eye Appeal Captivates
Members and Brings
Guest Fees

By T. L. LOMBARD
Green-Chmn., Berkshire Hills C. C.

THE Axiom “first impressions are lasting” holds particularly true when you
cater to the tourist golfer. If he carries
away a mental picture of an attractively
designed and well maintained course, you
have created incalculable goodwill.

A club member may place little impor-
tance on this favorable impression, created
primarily by reaction at the first tee of
any course, but if an organization relies
on guest-fees to carry the budget, see to
it your course has “Nature” appeal.

The approach over the highway leading
to entrance drive is the prologue, while
the spacious lawn and clubhouse site are
the interlude, using the analogy of musical
terms. The theme is the pleasant and
peaceful surroundings to be viewed from
starting tee. Quite often one’s game is un-
consciously tuned up by such harmonious
surroundings.

If your architect has a sound grounding
in his art with the attendant character
visible in his completed design, he will
favor a player getting away at No. 1 tee
without mental or physical hazards. This
is accomplished in a broad avenue of ap-
proach to the green and construction of
green itself. This first green should be-at-
ttractive as to area, color and playing con-
dition. Make no mistake here!

Your architect can visualize the com-
pleted picture, the construction superin-
tendent and greenkeeper put the oils on
the canvas but Nature furnishes the lights
and shadows as the finishing features. The
frame, surrounding the canvas, consists of
trees, clouds and distant vista. Conse-
quently, it should be a constantly changing
panorama heightened by light or shadows
or altered cloud formations.

Follow Nature’s Specifications

If you plan and construct a home, busi-
ness block or ice-house, have all the
geometrical angles you crave. In con-
structing a golf course use Nature as your
master model and work to her specifica-
tions. Remember Nature has no straight
lines. Every product of her handiwork
has curves or long pulled out lines, or
sweeping topography. Formal gardens,
gorgeous flower beds and sun-dials can
come later. Give first and prime considera-
tion to mellowed lines, inviting contours
and irregular outlines for putting areas.

It is advisable to go so far as to con-
sider maintaining long sweeping curves in
mowing the outer edges of your fairways.
Have your operator guide his cutting units
in graceful curved lines along the fairway
border rather than hold to a straight edge
line. The result is pleasing to the eye,
dresses up the course and blends into the
whole scheme of refinements. It is but a
part of the wearing apparel of the course,
yet withal it adds luster to the whole physi-

cal design.

With the operation of the hand mowing
of the greens concern yourself that your
greensman does not leave any sharp angles
where he stops his machine on apron of
putting green. Even encourage the close
cropping to run out into the approach area
to the green. If the greens are constructed
to present-day specifications, no greens-
mower can get away with sloppy work
which is tantamount to straight lines or
sharp corners on putting surface.

Apply the same theory on location and
construction of tees. If you follow the old
Victorian design of geometrically true
rectangular tees, steep banks appear.
These inclines are costly to mow by hand
labor, unsightly if not trimmed weekly,
are a liability when constructed with steep
sides and very ugly in general appearance.
The modern school of architects insists on
picking a natural location which can be
mowed by fairway cutting units at lower
maintenance. It is still another case of
keeping away from straight lines and solid
architecture.

HOVEY & CO. ISSUE COMPLETE
EQUIPMENT CATALOG

Boston, Mass.—Hovey & Co., 150 Milk
st., have issued one of the most complete
golf equipment and supply catalogs. The
book has 72 pages devoted to almost
everything used in golf course main-
tenance. Illustrations and complete details
of the items are given.

Over 20,000 CLUB OFFICIALS
read GOLFDOM monthly.