

trees do more than just stand there

by Russ Osgood

Aside from reducing wind, blocking off unsightly views and beautifying the course, they sell memberships

Owners of new golf courses under construction or in the planning stages, especially courses in the southwest and mainly in Southern California where they are mushrooming like supermarkets, should be giving more consideration as to how they want their courses to look four or five years from opening. This is about the length of time needed for the trees and shrubs to show their true colors, unless owners can afford expensive transplanting.

The old school believes there is no use of going into competition with established businesses unless there is something better to offer either in the way of price or service. So why not offer a more attractive golf course?

In the south and east, owners have to cut and blast trees out of the way for fairways, but in the southwest, they are lucky to find a tree or two on any given 200 acres. This is not to imply that there aren't many trees in some areas; it's just that the wooded lands are already in use or are not conveniently located, which leaves only bare farmland or scrubland for courses.

Then, there is the semi-arid soil that is so unreliable that you can

grow a beautiful tree in one location and, 10 feet away from it, you can't cultivate a weed.

This is the challenge that faces new builders of courses in the southwest, and, yet, it can work in their favor if they will seek and heed the advice of a competent landscape architect.

Most owners are willing to pay a landscape architect for planning the entrance to their club. This is money well spent. But what about the course itself? What about that period between the rough layout and the time the maintenance crew takes over? This calls for proper planning.

Sure, the owners, committees, course architects and greens superintendents can suggest this tree here or that shrub there, but the landscape architect can do the job much more competently.

The areas of importance should be the course, borders, fairways, tees and behind the greens. The selection of trees and/or shrubs selected for these areas should follow some simple ground rules.

These are: they should be adaptable to climate and poor soils; fastgrowing, possibly evergreens; and have some summer or winter blooms planted wherever possible.

Palms are not included because they are transplantable and can survive under almost any condition.

On the borders, there may be as many as four conditions that should be considered: the windward side; unsightly side; occupied side; and the roadside leading to the clubhouse.

For the windward border, trees such as Beefwood and Australian beech have good foliage and grow from 60 to 70 feet. These will not produce blooms, but they will reduce the wind from 25 to 50 per cent, which is their primary purpose.

To block off unsightly views, dense foliage of the evergreen pear with white flowers in the spring and the Kafir plumb with red growth in the summer will do a very creditable job. Both grow from 20 to 30 feet.

Where houses are adjacent to the fairways, a fuller type of foliage such as the sweetshade with yellow flowers in early summer and the peppermint tree with white flowers in summer, give the "kibitzers" on the back porch a chance to see and enjoy the golfers' plight. Also, these trees are of sufficient height (40 to 70 feet) to offer some protection to the home.

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Trees do more

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For providing a more attractive effect on the roadside leading to the clubhouse, two eucalyptus trees, with minimum surface feeding habits, are suggested. The Gunguru with rosy flowers in winter, and the scarlet flower buds of the Illyric provide color through the year. Since both are low growing trees (15 to 20 feet), the auto passengers are treated to some outstanding colors.

With slow play a problem these days, owners should not use thick foliage to outline or divide their fairways.

One course in California provides a wealth of color with oleander-lined fairways, but pity the poor golfer who hits a ball into those shrubs. Wide-spreading, open-foliage type trees are best for the modern fairway. For these, we can add, to the previously mentioned trees, the Jerusalem thorn or Palo Verde and Baily acadia. These additions, varying from 15 to 30 feet, will produce yellow and red blooms during summer, fall and winter, and they will not imprison balls hit off-line.

On the tees, a wide choice of shrubs and trees is available. But don't use shrubs that require too much extra attention by the maintenance crew or use trees that shut off sunlight. In some instances, a dense tree such as the evergreen pear or Kafir plumb will be needed by the tee for either a windbreak or a barrier for stray shots.

There are usually two sides of the tee that can accommodate planting. So the mixture of such shrubs as the red flowering maple, bush coral tree, night blooming jasmine, fire-thorn and Oregon holly will provide a wide variety of color through most of the year.

While on the subject of trees, it would seem that a much better introduction to the course could be made at the first and tenth tees with a little more planning. Both are targets for warm-up swings and heavy traffic. An enclosure is needed, so why not substitute a low (two and a half to three feet) rustic red-wood fence for unattractive or dis-

TREES FOR COURSE BORDERS

Windward Side		Around Trees	
Sycamore Maple	90'*	Saucer Magnolia (white - May)	20'
Sugar Maple	120'	Midget Crab Apple (pink - May)	15'
Chinese Paper Birch	90'	Oriental Cherry (pink - April)	20'
White Ash	120'	Plus many dwarf trees and shrubs.	
Ginkgo	120'		
Moraine Locust	130'		
Chinese Juniper	60'		
Serbian Spruce	90'		
European Linden	120'		
Along Fairways		Unsigthly Side	
Eastern Redbud (pink - May)	36'	Pawpaw (purple - May)**	35'
Japanese Clethra (white - July)	30'	American Yellow wood (white - June)	50'
Franklinia (yellow - Sept.)	30'	Flowering Dogwood (white - May)	40'
Carolina Silverball (white - May)	30'	Chinese Redbud (rose - May)	40'
Goldenrain Tree (yellow - May)	30'	Flowering Ash (white - May)	60'
Cucumber Tree (white - June)	90'	Empress Tree (violet - May)	45'
Black Locust (white - June)	75'	Japanese Pagoda Tree (white - August)	75'
Japanese Tree Lilac (white - June)	30'	Sorrel Tree (white - July)	75'
		Around Greens	
		Arnold Crab Apple (red - May)	20'
		Fringetree (white - June)	20'
		Watson Magnolia (white - June)	20'
		Siebold Viburnum (white - May)	30'
Main Roadside		Occupied Side	
Cornelian Cherry (yellow - April)	24'	Northern Catalpa (white - June)	90'
Japanese Cornel (yellow - April)	30'	Scotch Laburnum (yellow - May)	30'
Russian Olive (silver - June)	20'	Fringetree (white - June)	30'
American Holly (red - October)	45'	Kalopanax Pictus (black - July)	90'
Watson Magnolia (white - June)	20'	Siebold Viburnum (white - May)	30'

Note: *Height of tree is shown beside name.

**Color of blooms and month they generally bloom are shown in parentheses below name of trees.

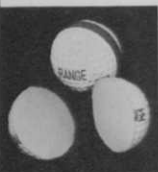
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Color in the shop

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trast, for example, may highlight one spot, but make observation of the whole difficult.

16 Background makes a difference in the appearance of color either pertaining to the merchandise itself or to the printed sales message on a colored card. Gray against black, for example, will have a seemingly different shade than when presented against a white background.

17 Bright colors always appear brighter on a dark background and dark colors appear still darker on a light background. This is important to keep in mind when creating display cards as well as other forms of advertising using color itself.

18 Also worth noting is the fact that the human eye cannot focus red and blue at the same time to form one image. This occurs because as blue rays of light enter the eye they bend sharply and are focused at a point in front of the retina. Red rays are bent less and focus at a point behind the blue.

19 Color is enjoyed by everyone. If the use of color involves a small extra cost, balance this added value against the expense. In most instances, the worth of using color will more than off-set the sum involved.

20 Tints, tones and shades of the same color work well together. Red, for example, harmonizes with pink, maroon and rose. Often, use of these tints, tones or shades can be more effective than settling on contrasting colors to create a merchandising effect.

21 Hundreds of tests have shown people like blue best of all the basic colors, and, therefore, its value to create the pleasant reaction should never be overlooked. Next, in order, are red, green, violet, orange and yellow.

22 Want excitement from the customer as a reaction to the merchandise or promotional effort? Most people see red and red-orange as supplying this emotion.

23 Does the merchandise call for a peaceful and subdued reaction on the part of the customer to make a purchase? Blue and blue-violet are the colors which supply this.

Finally, color can very much affect other senses. The "looks-good-enough-to-eat" colors are bright red, orange, a soft yellow and clear green and tans. Appealing to the sense of smell are pink, lavender, pale yellow and pale green. Relating to the sense of touch, red is hot and blue is cold.

Check your color merchandising now. A more effective setup could push you from "in the red" to "in the black" or hypo your sales volume many times over what it is. □

Trees do more

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colored stakes, posts, ropes and chains? Add some brightly colored vines such as bougainvillea or Carolina jasmine to the fence, and you have a fine introduction to the course.

Some golf architects do an outstanding job of blending the traps into carefully contoured greens, and, yet, it seems without a frame.

To the back of the greens, such foliage as the evergreen pear, oleanders, bottlebush, Jerusalem thorn and Palo Verde could be planted to provide a beautiful backdrop.

Some public or semi-public course owners may criticize the pear or oleander as too dense and possibly slow playing, but private course players, familiar with their distances, would not complain. If a course looks forward to large galleries, however, other methods of framing should be investigated.

There is an old saying in horse racing, "There are horses for courses." The same can apply to the landscape architect and golf courses. Owners should seek the best architect and weigh his advice.

It doesn't make any difference how green the fairways, tees and greens are, or how white the sand traps are, or how blue the ponds or lakes are, if you don't have trees and shrubbery. If you have trees, which have color, then you have a better course and one much easier to sell to the members. □