

# What to Plant for Course Beauty

By A. H. TOMLINSON

Associate Professor, Department of Horticulture, Ontario Agricultural College

A WONDERFUL verdure of grass, a rolling topography, attractive tree foliage and outline, ornamental shrubbery and flowers galore should be found within the environs of a golf course so that the best of the open country and the best in outdoor creation may be enjoyed. Thus every golf course or links should have a beautiful location as well as most attractive surroundings, and no better spot can be found where native arbor and flora should be paramount. Where possible, an expanse of water or a running stream should be present or adjoining. Whenever a golf course is to be brought about, every concern must be given interesting natural outcrops of beauty which should be as much as possible preserved so that in the playing of the game, even during tense moments on the greens, the effect of beautiful flowers, restful foliage and appealing

odors should be felt. Furthermore, extended views, groups or single specimens of wonderful trees and evergreens as well as the enjoyment of an undulating topography interesting in green or some other appealing color might be found.

## Clubhouse Landscaping

Around the clubhouse shade trees and evergreens for protection ought to be considered as well as bright flowers or beds or borders, and in some cases ivies clinging against the walls or rambling roses for porchways, arbors and pergolas. The clubhouse itself and surroundings should be always of paramount interest.

We are perhaps most concerned with what to plant. As far as this part of the globe is concerned nothing equals native trees and evergreens. In deciduous trees the White Elm (*Ulmus American*), Corky Elm (*Ulmus Racemosa*) or the Oaks, as

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the scarlet (*Quercus Coccinea*), red (*Q. rubra*) and white (*Q. alba*); also the Spreading Beech. Then there are the old standbys, hard or sugar Maples (*Acer Saccharum*), and the attractive silver form (*A. saccharinum*). Further south the magnificent Tulip tree (*Liriodendron Tulipifera*) and Cucurbit tree (*Magnolia Acuminata*) are among the best. The smaller trees have a place too as the Birch (*Betula*) in various forms, the Poplar (*Populus*) and Mountain Ash. The native evergreens as the White Spruce (*Picea Canadensis*), Juniper, the unparalleled Canadian Hemlock (*Tsuga Canadensis*), the rugged White Pine (*Pinus Strobus*), and especially the White Cedar (*Thuja Occidentalis*) are all most valuable. All these do well under most conditions. In planting the foregoing one should always think of the natural conditions of soil and moisture and plant accordingly.

Amongst the foreign or exotic trees for consideration are the Norway Maples (*Acer Platanoides*), green and red foliage varieties, Japanese Ginkgo (*Ginkgo Biloba*), the Lombardy Poplar (*Populus nigra italica*) for accent planting, also the oriental Plane with its large, silvery foliage.

Among the evergreens not native are Silver Fir (*Abies concolor*), which is without a rival, the stately Blue Spruce as *Picea Kosteri* and others. The B. C. Fir (*Pseudotsuga Mucronata*), the many pines, as the Austrian and the Columnar Swiss Pine. In the smaller types are Mountain Pine (*Pinus mugo*), dwarf cedars, the Swiss Juniper and the Japanese Yew (*Taxus Cuspidata*).

### Shrubby Selections

In shrubby the native Dogwoods are always first-class. In more favored places the large flowering form does well (*C. florida*) and is a fit companion for the Judas Tree (*Cercis Canadensis*). The best exotic shrubby comprise Honeysuckles, which are most attractive in flower and after flowering with colored berries, the spireas, Van Houttel and Arguta, not forgetting S. Anthony Waterer for color. The Lilacs, too, must have a place on account of their wonderful fragrance and large blossoms, and thought must be given to the sweet-smelling Mock Orange. For fall effect High-bush Cranberry with attractive red berries

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in clusters and the always-becoming Burning Bush or Spindle tree, *Euonymus* varieties.

All wild flowers should be preserved as much as possible, even in the rough such as Yarrow, Clovers, Hawk Weed, Daisies and many others might be allowed to grow, and, wherever moist and shady banks exist, Trilliums, Orchids, Nepaticas, Spring Beauties and a host of others should be encouraged. The Golden Rod and Perennial Aster also have their place. For swampy land where shade exists the *Kalmia latifolia*, Periwinkle and Creeping Neptas, have their place. Wherever the trailing arbutus will grow, permit it, if convenient.

For sun exposed banks and outcrops of rocks, Wisuriana roses as Dorothy Perkins and several others will respond well, as well as sweet-smelling trailing Honey-suckles.

To hide unsightly spots evergreens and fast growing shrubbery may be used. For covering arbors and trellises the so-called rambling roses as Paul's Scarlet Climber, Tausendshon, Hiawatha and other forms as Climbing American Beauty are par excellence. Native and other wild roses are splendid for banks and are interesting by way of flowers. The Sweet Briar should be planted for the sweet perfume given off by the leaves.

For mass planting in convenient places perennials ought to be thought of, as Paeonies, Iris, Phlox, Shasta Daisies, Delphiniums and a host of others. Among annuals from seed sown outside are Shirley Poppies, California Poppies, Mignonette, Sweet Alyssum and Portulaca—all are worth sowing where bare spots occur.

Much may be said but it is a matter of preserving and in some cases creating the most beautiful artistic landscape and floral effects that should be paramount for a modern golf course. It is not only recreation but inspiration that should come about being in close touch with the Creator's best gifts of all, as sunshine, varied skies, fresh air, and beautiful surroundings.



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Golfdom welcomes practical articles on any phase of golf business management. Tell us what you have done that would help other clubs.

## Undeveloped Markets Await Live Pro

(Continued from page 16)

must be fewer than 125,000 women golfers who are at all active on private and public courses. These smart merchandisers, the automobile people, had 15,371,570 automobiles sold, registered and in service for passenger use in 1924, the year for which I happen to have figures handy. The income tax returns for 1923, which was none too good a business year, showed that 6,650,695 people paid income tax; of this figure 202,496 paid on incomes of \$10,000 and over and 318,825 on incomes of \$5,000 to \$10,000.

It seems to me that of the people paying on incomes of \$5,000 and above, or even less in the smaller towns where one can live better for less money, have in them far more than a quarter of their adult women members who should constitute the pros' immediate feminine market.

That there should be "golf widows" is an indication of oversight on the part of the golf pro. Golfroom told in a recent issue about Jerry Glynn, a young pro who took over a club that didn't look any too likely as a profitable location, and turned it into a miniature mint. Recall how much attention he gave to encouraging golf among the women?

Most women who do play golf play with clubs that have, for the greater part, been discarded by their husbands. They shoot poor games, undoubtedly not principally due to the misfit clubs they employ, but at any rate these clubs are given the blame. With this condition existing and with the help of every woman's eager desire to spend all of her husband's money and thus

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be sure of his virtue, why not make a strong play for women's club business? Nothing could be simpler than to get the campaign started with a segregated display in the shop of clubs for women. The shop's recognition of their special requirements will arouse their lively shopping instinct. All that a pro needs to get a tidal wave of women's business started his way is to sell a few sets of good and proper clubs to popular women players in his club and then pay enough interested attention to the solicitation of other women's business to cash in.

### Promote Women's Play

"Chet" Nelson at the Fort Wayne (Ind.) Country club furnishes a good example of a bright young pro who has made a rich shop profit off of women's business by encouraging women's play and taking a personal interest in their problems relative to their games and their equipment. Nelson has two women's sessions a week, Tuesday and Thursday, and on both of these days the course is crowded. He helps them run their tournaments. He has developed about as many women players as there are men players at the Fort Wayne Country club and in that way has practically doubled his market for his shop. There is the sort of an answer to the suspected market saturation that the automobile man gives. To the seller who uses his head there always is plenty of business to be had.

Among the pros who are up-and-at-'em on merchandising there is a general awakening to the profit to be had from brisk attention to developing women's business. One of the best stunts that a pro can pull to arouse women's interest is to present some tasteful and, of course, not too expensive trophy for a tournament that will run over several weeks and be of such a character as to give the long handicap player a good chance. Dave Tosh at Sunset Ridge Country club presented a handsome prize to his women's golf committee and probably was astonished to see what the results have been in increasing sales to women players whose interest has been aroused by a tournament that

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gives the inexperienced player a reasonable opportunity of winning.

### Cash In on the Kids

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### How to Finance Fall Buying

(Continued from page 17)

Every manufacturer and every jobber can and will handle golf club notes providing the golf club officials will do their share to show that these notes are legitimate, will be paid when due and the club is worth the goods they propose to purchase. In other words, any and every manufacturer or jobber can bank golf club notes if he knows those notes are sound.

A second method of financing purchases when the club funds are exhausted is to produce the same sort of financial statement, present it to a local bank and if the club is sound the local bank will loan any golf club from \$2,000 to \$10,000 without question.

A third method of purchasing when finances are depleted is to make use of the time payment houses—such as those who finance the purchase of automobiles. These houses will charge more than a legitimate interest, but the interest charges, while exorbitant, are very small as compared with the value of the goods to the golf club at the time when they need it most. These time payment houses will accept the notes of a golf club only after a good financial statement is furnished, but they will accept those notes for a period of six, eight or even twelve months and the club will have no difficulty in paying those notes if they have some one in the treasurer's office, and a bookkeeper who knows a little about financing.

A fourth method of securing goods when club finances are low is to again produce a real financial statement and then ask one or two or three members of the club to advance the necessary money for five or six months. Each and every club has anywhere from twenty-five to seventy-five men who can loan \$10,000 or more for six months and if any one of these men have the interest of the club at heart and is

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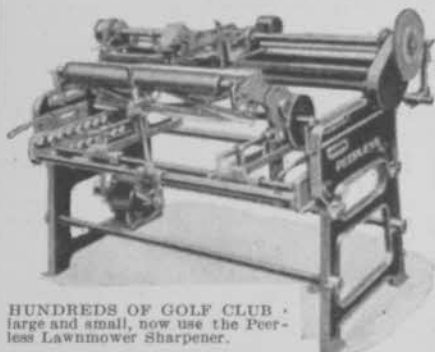
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thoroughly sold on the possibility of the club meeting its obligations, he will loan the funds it requires.

A fifth method would be to ask any one of those seventy five members to endorse the club's note at the bank if the financial statement does not appear satisfactory to the banker.

And a sixth method to forever eliminate the fall stringency would be to float a bond issue among the members of the club to place the finances in the hands of an accountant and one who knows how to take care of finances so that the entire yearly budget would not be spent before fall.

### Watch Monthly Budget

While talking on the budget systems would it not be reasonable to suggest that the budget be split into months and purchases for any one month should not be greater than the amount budgeted for that month? In other words, there is no reason for a club spending in the month of June \$5,000 more than the budget allows for June nor is there any reason for a club expending superfluous amounts in remodeling their course at a time when finances are not in the best of shape. Maintenance supplies and equipment are absolutely essential and when the purchase of these materials or tools are retarded because of lack of finances, that golf club is going backward and the officers should know it.

Summarizing the statements just made, the writer ventures to say that indifference, carelessness and inefficiency are the cause of the condition when a golf club finds it difficult to finance fall purchases and it is time for the golf club officers and directors to realize that business methods are needed in their club.

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