

"Why do I play
Power-Bilts?....."



That's easy!

***...They help
keep my swing
smooth and
consistent—and
that's what it
takes to win!"***

When Gloria says she plays Power-Bilts because they help keep her swing smooth and consistent, she's speaking of a result. We'd like to tell you *why* she gets this result. That's easy too! It's because Power-Bilts are Master-Matched. Each club in a Power-Bilt set **swings the same**. A 2-iron feels and swings just like a 7-iron! This means that Gloria can switch from one club to another; make shot after shot without changing her swing or making distracting adjustments. In other words, she can play every club in her Power-Bilt bag equally well!

Wouldn't this kind of performance help your members too?

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*"Remember the first year
I played Power-Bilts I
won the LPGA!"*

Gloria Ethel



Engineered to
Perform Better!

Master-Matched
Power-Bilt
Golf Clubs

For more information circle number 112 on card

A QUESTION OF

continued from page 30

My responsibilities at the Woodmere Club are mainly: golf course, maintenance of all buildings and equipment, golf cars, parking, lockerrooms, pool, tennis, boat docks. These include hiring of personnel and the purchasing of supplies. I am not involved with the dining-room and/or food operation unless it pertains to equipment and maintenance.

I usually begin my day first covering the golf course in a golf car between 8:00 and 9:30 A.M. All during the day I am in contact with my greens foreman and mechanic, for any changes in schedule or problems.

I am in my office at the clubhouse between 9:30 A.M. and 12:00 noon, clearing my desk of paper work, payroll, phone calls and meeting with salesmen. During the lunch hour, I am available for more club business and phone calls. After 1:00 P.M. and the remainder of the afternoon, I roam around to other

areas, such as the pool, parking, tennis, golf course and clubhouse. During the evenings I am available for any emergency or club meeting, as I am located across the front entrance to the clubhouse. Also, it is very convenient for me to stroll with my dog during late evenings and talk to my night-watering man.

I have always enjoyed golf and try to play on Monday or Tuesday, and again on Thursday or Friday. No matter how much you cover your golf course on wheels, it is not like *playing* the course and getting the feel of its condition from a player's viewpoint.

This is my thirteenth year with the Woodmere Club — I started October of 1954. At that time I began a major renovation on the golf course and completed it five years later involving a badly needed drainage system. We are only a couple of feet above sea level and have a heavy clay-based flat golf course.

I installed over 45,000 lineal feet of

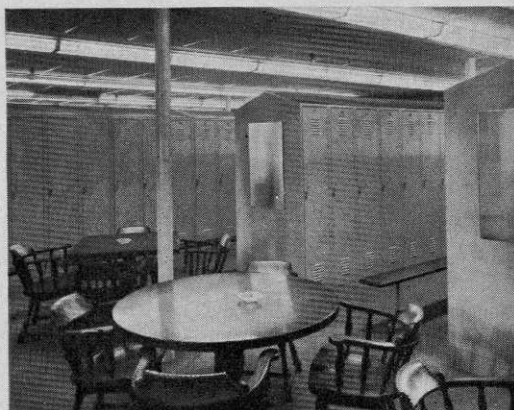
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For more information circle number 175 on card

of all ^{gasoline} golf cars, these are



Cushman Gas Deluxe — 8 hp

These are the 7 most

1 Automotive Steering. On Cushman Gas Golf Cars, automotive steering is standard equipment. No tiller bar steering is “just as good” as automotive steering. It’s by far the easiest, safest, most convenient way to steer a golf car.

2 Greatest comfort, better seating, smoother riding. Only Cushman gives you “First Class” room. Riders aren’t cramped; there’s plenty of legroom, and the backrests are made for grown men, not midgets. This single feature — the smooth ride — has sold more Cushman Golf Cars than any other one feature.

3 Hill-climbing ability. The honest-horsepower, big-displacement 4-cycle engine, plus the new exclusive OMC drive pulls the Cushman up hills where other golf cars can’t go. Powerful 8 or 10 hp

engine is built for this service, requires no time-consuming mixing of gas with oil, uses regular gas just like your car.

4 Eleven-piece, structurally-supported body. On a Cushman, the body is attached to a heavy frame. The weight of the riders is supported by this frame, and not just by the fiberglass body. If a portion of the body is damaged, that piece can be removed with a screwdriver and replaced in minutes at very low cost.

5 Rods instead of cables; voltage regulator instead of resistors; etc., etc. After many years of building golf cars, we’ve learned we can’t cut corners. For instance, we now use a voltage regulator to keep the battery fully charged. We’ve learned that flexible cables aren’t good enough for the throttle and the brake

the 2 best you can buy:



Cushman Gas Trophy — 10 hp

important reasons why:

connection. Everything is engineered for trouble-free long-life and not just for the first year's service.

6 Three-position gearshift; forward neutral and reverse. It may seem like a small thing, but it's mighty important to have a "neutral." You use the neutral to warm up the engine; you use the neutral instead of jacking up the car wheel, when you want to make minor carburetor adjustments. In a Cushman Golfster, the driver selects his gear position, just like in a car, so he always knows what gear

he's in. Automatic seat brake keeps the car from rolling.

7 Best resale value; nation-wide distributor service organization. Used Cushman Golf Cars have a wonderful record of high resale value. They don't wear out as quickly as others, and golfers know it. So, the cost of owning Cushman is less, because you get more for it. And the Cushman Distributor in your neighborhood is "Mr. Golf Car". He's the man who knows golf cars, knows how to help you make more money with your fleet.

Whether you choose gas or electric, the reasons are overwhelming for Cushman. See your Cushman Distributor or write direct for more information.

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For more information circle number 135 on card



*Tree and shrub planting around
tee at Monroe CC, Rochester,
N.Y., dates from the middle 1920's.*

Good landscaping is an asset

*Golf architecture can create many "beauty spots"
That add to the attraction of your course.*

By GEOFFREY CORNISH and WILLIAM ROBINSON

Golf courses are among man's most beautiful landscape creations. Many of the most eye-appealing on this continent are in areas where natural scenery and distant vistas, though pleasing, are not spectacular in the sense that the Rockies or the West Coast are.

Among the truly beautiful long-established layouts, not widely known in the world of golf but still outstanding, are five in the Northeast and neighboring Ohio. These are Longmeadow Country Club near Springfield, Mass.; Ekwanok at Manchester, Vermont; Monroe Coun-

try Club near Rochester, N. Y.; The Country Club of Buffalo, and Portage in Akron, Ohio.

It is a great tribute to the architects and contractors who designed and built these five magnificent courses, as well as dedicated committees and highly qualified superintendents who have maintained and improved them down through the years, that their intrinsic aesthetic appeal of each is largely manmade.

In course architecture there are three major aspects: golf itself, maintenance, and beauty. Indeed, so closely interre-



Pond adds to playing interest of 4th green. North Course, Stow Acres, Mass.

lated are these three that they can be depicted as the sides of an equilateral triangle—in this case, a triangle of basic considerations. No course or any feature of it is a true success unless all sides of the equilateral triangle have been used.

Many a golfer realizes that there is more to a round than mastering the mechanics of the game. Immaculate grooming of the acreage and perfection of the greensward are two important contributions to eye appeal. Stately trees and flowering shrubs of many species, together with light and shade, can present an effect so striking that even the most absorbed golfer experiences a profound sense of well-being as he plays his round. This is one way golf appeals to high and low handicap men alike.

Beauty is further enhanced by artificially but dramatically created greens,

bunkers and ponds. A green sculptured and raised above fairway level, set among trees and guarded by white sand and other hazards, is truly a magnificent sight.

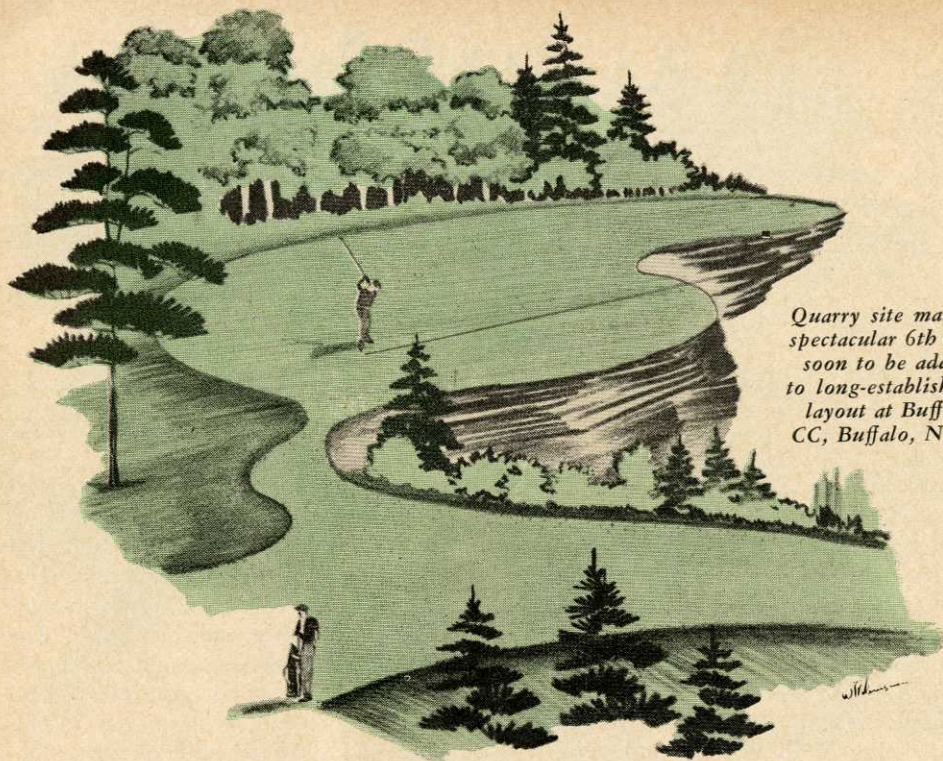
Greens provide infinite variety in their shapes, contouring and bunkering. The fact that these shapes are in accordance with the architectural principle, "form follows function," is in no way incompatible with the triangle of basic considerations. Hence, there are deep greens to accept long approach shots and shallow ones to accept wedge and short iron approaches. And there are greens where different pin positions call for different approach shots and may indeed alter the character of the entire hole. This immense variety in form as required by function also contributes its beauty.

Even the tees, for so long the most artificial part of a layout, are now de-

continued on next page

The 6th hole at Ewanok CC, Manchester, Vt., is located in a truly magnificent mountain site, which is improved by trees and white sand hazards around green.





Quarry site makes spectacular 6th tee soon to be added to long-established layout at Buffalo CC, Buffalo, N.Y.

GOOD LANDSCAPING

continued from preceding page

signed to blend into the landscape. As with greens, a variety of shapes adds to the landscape appeal of the layout. Similarly, an irregularly shaped pond with capes and bays contributes immeasurably to the beauty of a hole and also heightens its playing interest. This beauty is further increased when wild and domestic waterfowl are introduced.

Bunkers and sand traps are no longer holes in the ground. Raised above fairway level and clearly visible to the oncoming golfer, pattern and character are introduced into each with capes of turf and bays of sand. Invariably the most beautiful and appropriate bunkers resemble formations produced by wind, rain and animals on the venerable links-land of Scotland.

Contour or wavy mowing between fairways and roughs also produces an effect

more pleasing to the eye than straight line mowing. Likewise, putting surfaces mowed in varying patterns contribute more to aesthetics than 18 circular or egg-shaped greens.

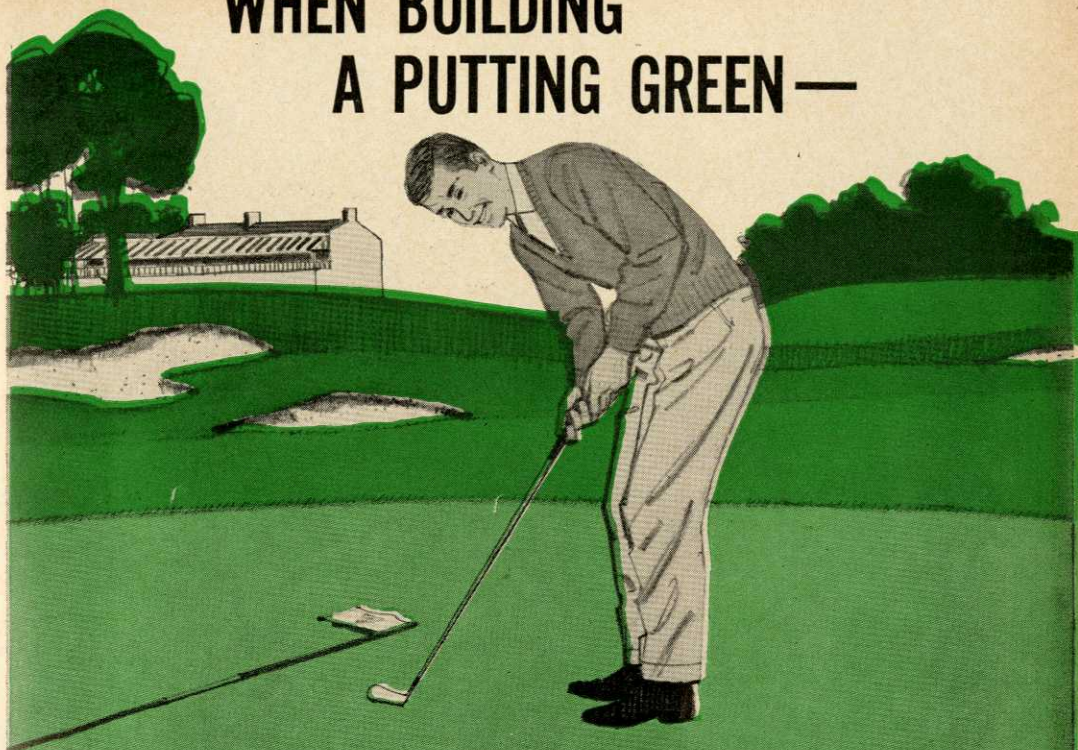
The most magnificent course is further enhanced by careful grooming. The high standards set by superintendents make today's courses sparkle. Familiar as all are with this manicuring the factors involved are worth repeating.

1) Trees and shrubs are trimmed and otherwise carefully tended while forested areas are cleaned of undergrowth and low branches, giving these areas the appearance of English parks.

2) Roughs adjoining fairways are maintained as roughs, but are mowed more frequently and closer than formerly and are fertilized, spot seeded and chemically treated for weeds and grubs. Swales, streams, pond edges and similar areas are kept free of long grass.

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WHEN BUILDING A PUTTING GREEN—



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Club Name _____

Address _____

City _____ State _____ Zip _____

Superintendent _____



Raised bunkers are clearly visible to oncoming golfers at 11th green of Longmeadow CC, Springfield, Mass., which was designed by Donald Ross in the early 1920's.

This fine par-three hole at ► Golden Horseshoe course, Williamsburg, Va., shows how course beauty can be among any club's most valuable assets. Course design by Robert Trent Jones.

GOOD LANDSCAPING

continued from page 38

3) Bunkers are edged, raked and kept replenished with white sand.

4) There is neatness around trees. Unsightly bare areas once so characteristic of all first tees and their surroundings are much less common.

5) Pathways are neat with clean-cut edges and are free of washouts.

6) Benches (other than rustic ones), ball washers, signs, shelters, bridges and

other structures are painted and kept in good repair. Nowadays even mechanical equipment sparkles.

7) The yard of the equipment building is neat, or at least camouflaged.

8) Construction debris, topsoil piles, equipment not in use, and day to day litter are seldom visible.

The golf courses of this continent are indeed examples of man's work that complement rather than detract from Mother nature's handiwork.

Small, kidney-shaped traps guard 3rd green at Portage CC, Akron, Ohio, where variety in patterns of putting surfaces adds to beauty of course.

