

Here's What Women's Army Expects at Golf Clubs

By BETTY BURTON

THE ARMY of women golfers is increasing each year and is fast outnumbering the male addicts to the game. This means more business for the professional, as these club swinging recruits are conscious of the fact that to do anything well there must be a right beginning. That is half of the battle. So they go to the pro for instruction.

At the beginning of the 1933 season many pros announced that on Ladies' day, when those who have already established a handicap are playing in the club events, they would take a group of beginners for a few weeks and teach them the rudiments of the game. Some women are diffident about taking lessons alone but when they see a number of other beginners struggling to learn the swing, fear vanishes and they join the group.

Women were encouraged to play on other days. This increased golfing activities on days when the course might have been comparatively idle. Pros were subtle in stressing the benefit of golf to the health and figures of women players. The pros added that learning the game made the women more interesting to their golfer husbands. After the women experienced the thrill of giving the ball a good wallop and were able to understand husbands' enthusiasm. It's always good policy for the pro to inquire about their women members' games. Any of these games may be 130, but if special interest is shown it most probably will mean appointments on the lesson book.

From what I have seen of women golfers at their clubs I would advise the pros not to hesitate to suggest the kind of equipment for the women to buy. It is the pro's business to sell it to them. A full set of irons and woods is frequently bewildering to the novice, and it may be advisable to start them out with a few clubs of the right weight or to give them some advice and lessons about the use of their new sets. Many women make the mistake of buying clubs too heavy to control easily, thereby making this difficult game more

difficult. Glenna Collett Vare's woods weigh 12½ ounces and her little slammer spoon is a favorite club with which she gets out of much trouble.

School Them in Rules

The professional might explain some of the most important rules to this group of beginners, and if he has a supply of U. S. G. A. rule books available, the women will gladly buy them from him. Fewer misunderstandings will occur to disrupt the harmony of the club if members are familiar with the rules. Players should be urged to turn in 5 cards to establish a handicap even if it is a large one.

Make an effort to know all the women members, call them by name if possible, so they will feel free to come into your shop. A casual look about by a member who had not intended to make a purchase might result in a sale if you have your merchandise arranged so as to attract her attention. Try to learn the buying power of the members so that you may urge those who can afford it to purchase your merchandise. The duties of a modern pro have advanced from those of the old-time clubmaker to a business man, who tries to supply his members with the things they need. In 1933 pros certainly learned it is more profitable to sell their stock while there is a fresh and keen interest in the game, than to have a lot on hand at the end of the season and try to dispose of it by cutting the prices.

A word more for the professional. He should have a caddie master upon whom he can rely to properly instruct the caddies with respect to women's requirements. The caddy must be interested in his player even though she has a high handicap.

Women Helped by Greenkeepers

Beginners who are occupied with the mechanics of making their shots do not, as a rule, notice that the tee plates are not always placed at right angles to the hole. So in order to afford these struggling players more pleasure, with less likelihood of finding the rough or catching a trap placed



Iowa Greenkeepers' Assn. at first outdoor meet; April 17 at Waveland municipal course, Des Moines. CWA labor is building the course under supervision of Paul Sandahl of the City Park Commission.

The Iowa greenkeepers discussed new turf garden at Waukonda CC, Des Moines, also voted financial support of the USGA Green Section's Midwest station.

for the unwary, it would be well on Ladies' day to point both tee markers in the direction of the hole.

And for this day they should be near the front of the tees as the ladies enjoy scoring well, though they cannot wallop the ball for a long drive. The cups should be moved to less strategic spots on the green than they occupied over the weekend when the men played. Another suggestion that would appeal to many women is to cut a path through the rough in front of the tee twice the width of the mower so a topped shot that has the right direction will have a chance to escape the clutches of vicious rough.

The beginner should be encouraged, for there is nothing more fatiguing than to register a miserably high score and even novices are sensitive about a large one.

Expect Immaculate House

Women are especially exacting about good housekeeping at their clubs. Crumbs on the floor, whether in the grill or main dining room, should not be tolerated. Careless servants should be dismissed.

Many club members who are not golfers attend club functions and are particular about the linens in their homes and consequently expect that same spotless covering when they are at their club.

To encourage golfing members to remain for meals, a wholesome luncheon at a reasonable price should be served. The tea room prices established competition for the clubs. Many clubs have moderate priced luncheons. However, at an event for women at one of the north shore clubs in Chicago last summer the luncheon was \$1.45, with no a la carte service. A certain west side club eclipsed this by charg-

ing \$1.65 for buffet luncheon and by the time the last players struggled in at 3 o'clock there was only a remnant of the once pretty table, with very few things to select from. There was no alternative as the players were informed no a la carte service would be given that day. Though this great display of rich food heaped upon the tables is delectable, many women have told me that they did not care for that sort of food after a game of golf in the summer and preferred rather to order wholesome food to their liking. Men golfers would complain if they were not allowed to order what they wish, and a la carte service should also be offered the women.

The manager of a smaller club on the near west side in Chicago wonders why its members do not patronize the dining room more frequently. One of the women members who is a teetotaler invited a guest of the same variety to play golf one morning. After nine holes they stopped on the veranda for an orange drink and a ginger ale which were served to them from small bottles. The bill was seventy cents. That was enough to drive them to strong drink, but instead it caused them to seek another place for luncheon. After eighteen holes they drove into town to a popular tea room where they were served wholesome food at a reasonable rate. At many places the same drinks could have been bought for 25 or 30 cents at the most, but this club by taxing its members so much had really driven them away.

It is the little things that may seem unimportant to professional, greenkeeper, and manager that affect the women club members and if attention is paid to these better co-patronage is assured.