

the players to act as intelligent golfers should—but often don't.

The way the Brady staff looks at the problem is that it's one of constant education, with so many new golfers continuously appearing on the scene. Players can't be blamed if they're not informed about what is expected of them on a golf course and this essential education isn't to be effectively done by accenting "forbidden" details.

Diplomatic Education

An interesting way in which this attitude is put into action appears in some green areas. As at many other courses, golf carts have caused considerable damage to aprons of N. Y. public course greens.

This misuse of the carts was greatly reduced by signs similar to golf carts, erected in vicinity of affected areas.

These signs have one wheel of a golf cart at the bottom and a cart handle at the top. Instead of the bag there is a red board, the size of a bag, on which appears "Please Don't Take Carts Upon Greens or Aprons."

Equipment Use Wisely Planned

Equipment is a tremendous buying, operating and maintenance problem at the New York City courses. Due to heavy traffic mechanized maintenance is vital and operating schedules are tightly planned on a time basis. That's not easy in anything involving weather, but Brady's men do it astonishingly well.

Thomas F. Gilligan is the golf department's director of mechanical equipment, and Frank Coughlin is supt. of automotive equipment. They see to it that all possible equipment to save operating expense and time in maintaining courses in satisfactory condition is available for the work, and that each piece of equipment is in correct order for operation on the job.

The New York City golf department management and operation is one that superintendents of private, public and semi-private courses in the east rate highly as demonstration of ably organized and conducted big business in a most difficult field of golf course maintenance.

New York City's public course golfers naturally don't realize what an enormous and demanding job it is to provide them with well-maintained courses, but other course superintendents do, and from their viewpoints say it's one of the top performances in the great jobs done by the Bob Moses organization in providing and operating public recreation facilities.

SERVICE AND SELLING EASIER IN GAFFORD'S SHOP



Raymond Gafford (L) and Bill Shelton, assistant, are in front of one of the specially built display shelving arrangements in the Ridgelea shop. A big point is made of keeping merchandise in the open for easy reach and purchase.

Notice that golf balls are right out where buyers can get at them and subject to the suggestion to buy a dozen balls instead of the customary three.



At Raymond Gafford's shop at Ridgelea CC, Fort Worth, Tex., the bag rack room is big and light so the boys can easily and quickly handle the bags.

The racks are large enough to protect various-sized bags against abrasion.

Eight levels of bag storage go pretty high but upper levels are provided for growth, emergency use or dead storage and the aisles are wide enough to accommodate a stable ladder device for reaching the upper compartments.