

RECORD IT ON FILM

Pictorial proof of weather damage, vandalism, disease, etc., makes it easier to explain an overexpended budget to the board . . . That's why more and more supts. are using the camera to supplement record keeping

J. M. LATHAM, JR.

Agronomist, Milorganite Turf Service

"Keep Records!"

These words are being heard more and more in formal and informal talks among course supts. Many supts. are going beyond the usual methods of notation and are jotting things down via a much more artistic and vivid type of record keeping — photography. These visual records are invaluable in recalling conditions and events not easily understood in mere numbers or words.

We know that time softens harsh memories of adverse turf conditions, construction problems, and weed, disease or insect invasions. This is especially true when the time comes to explain an overexpended budget to a committee. What of weather damage, vandalism and the like? Those of us who listen to a course supt. present a talk on management practices always appreciate having pictures brought into the discussion. They give the listener a sense of being brought closer to the course and naturally, the speaker. Color photography has enabled us to share experiences and ideas that are almost impossible to put into words.

The why of photography is easy to explain. The how is not. Color films and cameras have progressed tremendously in the past few years. There are many different color films and many more cameras in which they may be used. Standard color slides, as shown at most turf conferences and meetings, are on 35 mm film, mounted in 2" x 2" cardboard mounts.

Cameras are as variable as you want them. Prices start at about \$50.00. From there you can go as high as you wish. In almost all cases, the more expensive the camera, the better results it will give. Cameras with built-in exposure meters, which also permit viewing through the lens (to see exactly what the picture will include), are in the \$200 range. Lens quality, shutter speed and larger iris settings run up the cost as they get better. A good light meter is necessary, unless one is built into the camera itself. It costs in the neighborhood of \$20.00. Projectors cost \$50 or more.

Initial cost need not scare you away, however. Few golfers start with a Kangaroo leather bag and a full set of matched clubs. As your photographic skills develop a desire for better equipment will follow. It shouldn't be forgotten that many people take excellent pictures with inexpensive equipment.

Inexpensive and Automatic

Available today are inexpensive (about \$50.00) automatic cameras, which are easy to operate and give good results. In any event you should buy one of the several booklets on color photography to get an understanding of the workings of cameras and color. Space does not permit going into the mechanics of camera operation. At the start it may sound complicated, but once you understand what you are doing, photography is quite routine.

Buy from a reliable camera house. Photography, like golf course supplies,

has attracted many people who "can get it for you cheaper". You get what you pay for! Go to a specialist in the field for supplies, advice and service. You may even be able to pick up a good used camera at a fraction of the original price. There is a definite hazard in buying equipment from other than a reputable firm.

Shoot and Experiment

Plan on wasting a lot of film at the start. Experiment with different exposures and distances. See the difference in color when the same picture is taken at noon, in the late afternoon, and under cloudy skies. Film is rarely fooled even though your eyes are.

Make sure you get the picture you want. Take a couple of extra shots of the same subject, opening and closing the iris of the lens slightly to vary exposures. In this way you are more likely to get one *good* picture. Film cost will be higher, of course, but what have you saved if the one picture you really want doesn't turn out right?

Many Different Effects

Good pictures include more than the correct focus, shutter speed and lens opening. They include composition — the arrangement of the subject and surrounding objects to produce depth. Camera angle is also used to improve a picture by showing the subject best. Light produces many interesting effects. Some subjects are seen better when the light source is behind the camera, while others come out better when lighted from the side. Unless special conditions exist, pictures taken in the shade are seldom satisfactory.

Be extremely critical of your results. People who see your slides may not have the slightest idea of what you are talking about. Make the subject of the slide the center of attraction. Don't try to show too much on one slide. Closeups are an excellent follow up of a long-distance shot. Slides that are too light or too dark should be thrown away. If your audience can't see the subject, or if colors are bad, you have missed the green. One good picture of one subject is better than three or four of the same thing if they are only mediocre.

Film handling and slide storage are important. We have lost many otherwise

good pictures because the camera was left in the trunk of a car in the summer. Heat causes an overall greenish cast that makes the slides unusable. Cameras should not be loaded in full sunlight. Even though cartridges or rolls are generally light proof, exposure to full sunlight can cause red or yellow streaks that ruin the film. Slides should be stored in a dry place, out of direct sunlight.

There are several types of slide films on the market that make cataloging quite easy. Once the slides have been taken, you should be able to find them easily. We use a straight numbering system from 1 to infinity, with the subjects listed alongside the number and the date taken. In addition, the slides are in categories; architecture, construction, diseases, insects, weeds, etc. Our files have some 27 categories. Thus searching for a slide on a particular subject is no major effort.

Can Be Enlarged

Remember too, that color slides can be enlarged and printed. Sizes range from 2 x 3 inches to 11 x 14 inches. The quality of oversize prints depends upon the fidelity of the original slide.

All this may sound like a lot of trouble and expense. It is. But it is also a source of great pleasure. Pictures are a storehouse for memories because a film doesn't forget. Color slides can be as important as any record books and aren't as bulky. To say the least, they are a worthwhile supplement to other records. They are the true, visual record.

Architects' Meeting

The 1965 annual meeting of the American Society of Golf Course Architects will be held at Kings Bay Yacht & CC, Miami, Fla., Feb. 2-5.

\$55,000 in Golf Day Funds

A mid-July accounting of funds shows that the PGA had collected more than \$55,000 in receipts from the 1964 National Golf Day. A total of 2,748 men and 867 women beat the Golf Day target score posted by Jack Nicklaus.