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What Supt. Should Know About Women's Use of A Course

By MRS. GRACE GRAHAM

THERE are primarily three qualifications by which women judge a golf course: its appearance; its adaptability to play; and its conformity to uniform standards necessary for organized competition. The degree of importance of these qualifications varies with the individual taste of the golfer. For the rather casual player who quickly makes her shot so as not to interfere with a running conversation, the beauty of surroundings and the companionship of players is most important. But for the more businesslike golfer who is concerned with improving her game, the conveniences and conditioning of the course take precedence and for the hard-bitten competitor, and there are many of us, all courses must be clearly defined and afford favorable playing conditions.

Perhaps instinctively we use our own home as a criterion in judging a course. We like it to be attractive and well furnished with trees, flowers and shrubs and carpeted with beautiful grass. As for grass, most of us, myself included, do not know the difference between bent and blue.

Details that Women Approve

We women are well aware of our reputation for being considered fuss-budgets.

While the pursuit of that little white ball may make us somewhat oblivious to the beauty of our course, it also makes us fully aware of the playing conditions. Here again we have a list of suggestions or perhaps more accurately, I should say, endorsements for most of our objectives are a routine part of the maintenance program.

We like good turf and level ground within the teeing area and the markers placed squarely to the desired line of flight. We are pleased with clean towels and fresh solution in the ball washer but,

This article is condensed from remarks made by Mrs. Graham at the spring conference of the Minnesota GCSA.

oh, how we wish the benches and ball washers could be placed more conveniently to our area of the tee. On the fairways, we like the grass cut short and to provide a nice cushion for the ball. Sandtraps should be well filled with loose sand and free of pebbles and debris and a rake furnished. We like a nice smooth apron around the greens and the greens themselves we like soft enough to hold a well executed approach shot and not quite slippery fast and, please, the hole cups at least one inch below the surface.

In the rough, we expect to be properly penalized in the selection of clubs but not always to the extent of a lost ball. We ask that service roads be playable, for under the rules we are not allowed to lift without penalty. Shelter houses, properly constructed, should be provided for protection against lightning; restrooms and drinking fountains are additional conveniences much to our liking. I think I have covered every inch of a course except the water hazards and what is there to do about them but just try to get across?

I would like to know, however, if those who describe us in this way have ever played organized competitive golf and understand its involvements. This phase of the game is vastly different from joining up with a pal for a friendly round, but once entangled in this more challenging type of golf we are never quite content with anything less.

Organization and planning are accented in women's golf. Perhaps by describing our program I can better explain our requirements in preparing a course for competition.

Women's Program Outlined

The smallest unit of organization is, of course at the club level. It is here that we first play the game and try to improve our skill. If we are at all typical, we are members of an organized group and participate in the Ladies' Day events.

Through careful planning by an elected committee we are offered throughout the



Northwestern Ohio GCSA members recently were guests of Earl Crane, Inc., power equipment distributor, Tiffin, O. at a field day and demonstration held in Tiffin. Attending were (l to r): Ray Pecaut, George Rochefort, Wilburt Waters, Alva Newell, Earl J. Crane, Charles Jarman, Charles Letterhos, B. Bingman, Robert Thayer, Ben Miller, William Salyers, Neil Fairchild, Clifford Swigart and Joe Kuhn.

playing season a challenging and interesting golf program with all events arranged and conducted in strict conformity with the rules of golf.

Almost before we know the difference between a 5-iron and a putter we are playing in competition and learning the rules and etiquette of the game and a respect for the course on which we play.

It is at this time we become aware of handicapping, a very important factor in women's golf, and learn that scores to truly reflect our scoring abilities must have been made in accordance with the rules.

Nearly all courses in Minnesota have a women's group and set aside at least one day a week (some as many as three) for Ladies' day. The groups may range in size from as small as 15 on up to well over 300 but their golf programs are almost identical. One of the highlights of our season is Guest Day. If we ever want our course manicured and polished this is the day for its is under the closest scrutiny

Course for Women's Competition

For the large majority, competition ends at the state level but the more outstanding players do enter the regional and national tournaments. Just last year, Darlene Anderson, winner of the Minnesota Junior tournament was sent by the Women's Public Links Golf Assn. to the National Junior tournament.

To prepare a course for competition every area must be clearly defined so the player may know the status of her ball at

all times. Local rules established for abnormal conditions should conform to the rules of golf and signs authorizing play at variance with the rules should never be permitted.

Ladies' tee markers should be identical on all holes. The tees should be clearly numbered.

Water hazards and lateral water hazards should be clearly defined and their margins carefully delineated. USGA recommends stakes for this purpose but when this is not practical the players should be informed by other means, perhaps on the back of the scorecard or a permanent notice in the golf shop. If stakes are used, they should be small enough for easy removal because a player is permitted to lift them to play the ball. Use yellow stakes for regular water hazards and red stakes for lateral water hazards.

Out of bounds should be clearly defined, if by stakes they should be of a permanent nature, firmly fixed and protruding 2 to 3 feet from the ground and should be placed close enough together to enable drawing a sight from one to the next. A player is not permitted to lift an out of bounds stake to execute a shot.

Ground under repair should be clearly marked and its limits delineated and you might like to include turf nurseries as permanent ground under repair.

Trees are normally a part of the course and a player should not be allowed relief from them. To protect saplings certain ex-

(Continued on page 78)

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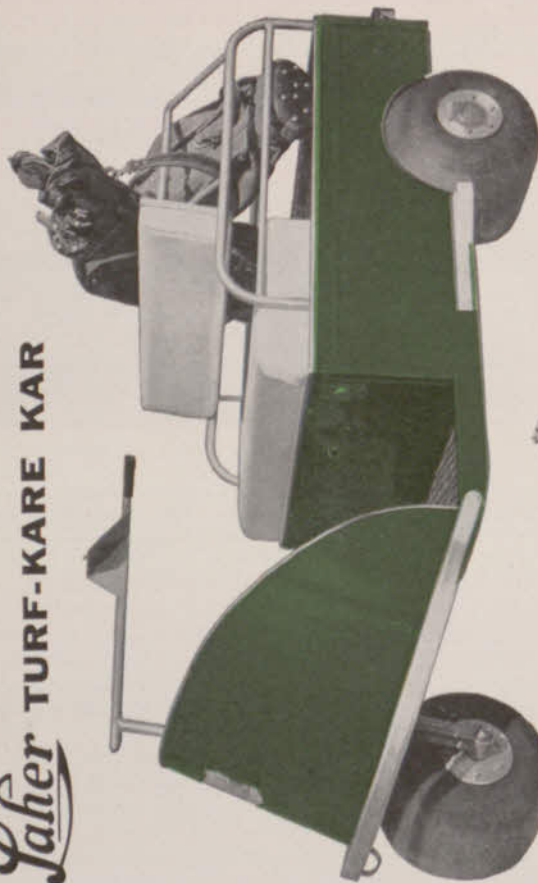
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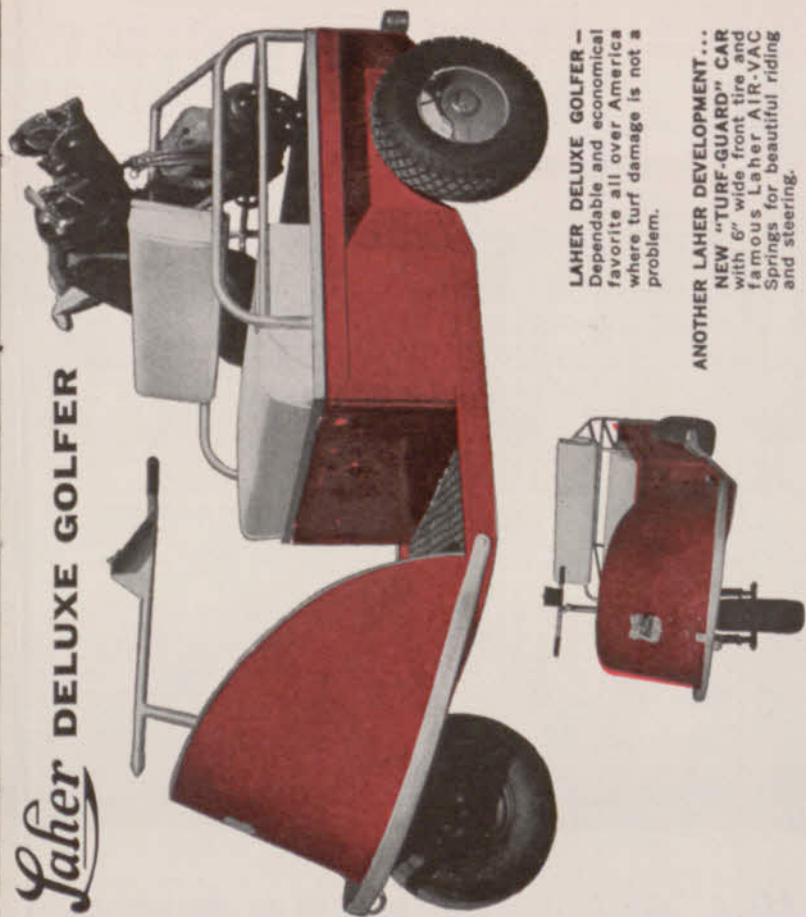
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*How every item in your shop
can be made to sell itself*



Jack Murphy's shop at Vestavia CC.

Visual Merchandising

By Henry Leopold

Display Creations, Detroit, Mich.

If you'll get your June copy of *Golfdom* and turn to page 36 where there is an article describing Jack Murphy's shop at Vestavia CC, Birmingham, Ala., you'll get an idea of the new concept in your business, Visual Merchandising.

This simple term or description means exactly what it says. It places your stock out in the open where it constantly tempts your members to self-selection. If you display your merchandise as tastefully as possible, you are in effect hiring an extra salesman or perhaps even more, depending, of course, on how much space you have and how appealing the layout is.

Visual merchandising in golf shops should be set up the same as it is in specialty stores. The next time you have occasion to go into one of these places, a men's shop, for instance, note how the stock is arranged to stimulate impulse buying. Also note that these stores don't have many salesmen. They let their merchandise sell for them. If you're attracted to one of the items that is displayed and buy it, you'll be wise to stop and try to figure out what prompted you to make the purchase.

The Impulse Item

That happened to me a few weeks ago. I went into a store to buy a couple neckties and came away with not only the ties but a sport shirt. After I had paid the clerk, I thought to myself: "What moved me to buy this shirt." I walked over to the other side of the store and took a second look at the spot where the sport shirts were displayed. A model of the one I purchased was displayed on a manikin in a kind of offset in the open case where the shirts were arranged. The fluorescent light, softly tempered by a sandblasted glass sheathe in the canopy, beautifully empha-

sized the rich green color of the shirt. As far as I was concerned it had "Take Me" written all over it.

If the store had been rather dark and dismal I probably wouldn't have noticed the shirt even if it had been displayed on a manikin. The rich green would have been there, but I wouldn't have seen it.

Follow the Curves

I'll say, too, that even if that shirt had been displayed as it was, even to the soft lights, but the surrounding displays and fixtures weren't provocative, my eyes may never have reached it. If you ever have noticed, you are kind of led into these things. Your eye is caught by one display, and if it satisfies you, you keep looking around. If it doesn't, you're apt to say to yourself: "This place is a junk shop. There's nothing here I want."

To put it in terms all of us can understand, a display is a great deal like a woman: one pleasing curve deserves a further look.

Now for Jack Murphy's shop. Take a look at those photos on page 37. As a pro, you understand tempo and timing. This shop has got both, only I'd rather use the word, harmony, in describing it. Everything kind of flows together. A glance at one display provokes a look at the next one and so on. Nothing overwhelms the display next to it, and that is the way it should be. Every piece of merchandise in Murphy's shop has a good chance of selling itself.

There is one thing that the shop at Vestavia has that I would like to see installed in every pro's place of business. That is a lounge area (at front of top photo on page 37.) Members love to lounge at a club — that is one reason why they join it. So, why not let them come in and do that at your shop — if you can manage the space? A few, of course, will wear out

(Continued on page 83)



Bob Grant beside Adco green mower ready for loading into Cushman pick-up truck.

TURF TIPS

from O. J. Noer

Transporting Green Mowers

Several different methods are used to transport mowers from green to green. At some clubs they are transported under their own power. Others use trailers, and several employ converted gas powered carts.

Brynwood in Milwaukee uses home-made trailers which are hauled by a converted Model A Ford pick-up truck.

Bob Grant at the Supernant National GC in Clinton, Mass., uses a unique converted gas powered Cushman, patterned after a similar one seen by him in Florida. It holds a power greens mower and is used by the waterman to transport green and fairway sprinklers. A platform on each side of the body holds two plastic baskets. Grass clippings from the greens are placed in them. The tail gate serves as a loading ramp so the mowers can move into the body of the miniature pick-up under its own power. In the closed position it holds the mower in place.



Brynwood loaded mower transport trailer with end gate in closed position. Note snap type closing fixture.

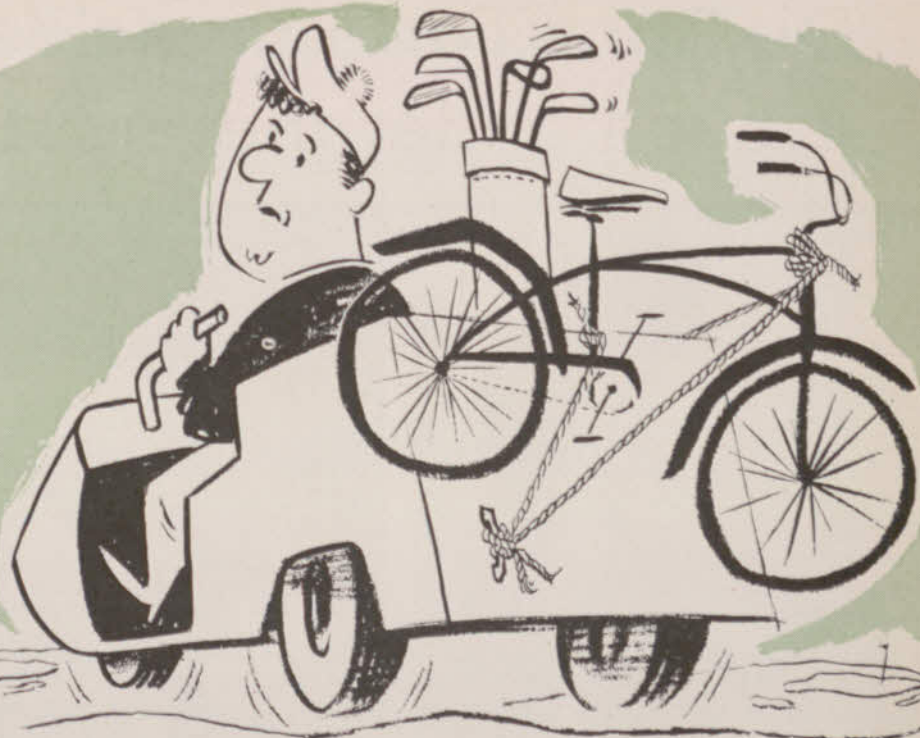


Loaded mower in Cushman pick-up. Four baskets are for grass clippings. Sprinklers are placed in circular openings in section of large size plastic pipe.

Readers Ask About Puccinellia Seeds

Several inquiries have been received relative to the article on "Puccinellia distans" that appeared in June *Golfdom* (page 52). Readers of this section who are interested in getting Puccinellia seeds should write to Al Emery of Utah Copper CC, Magna. If he is able to supply them, they should be started in flats similar to those used by florists. After seedlings are established they can be transplanted to salty fairway areas.

Cautious Cuthbert hasn't heard about the NEW WILLARD!



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Our cycle-minded friend pictured above is determined to have transportation through "all eighteen." Like others, he soon will learn that surest passage comes by taking the controls of a golf car powered by the completely new Willard Electric Cart Batteries with DEEP CYCLE PLATES. Built to cover the most miles of golf fairways, these modern

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H. J. Elmer, Superintendent

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