

Wherever golf is played . . .

With Par Aide's greens equipment—cups can be easily moved to any position on the green. Hole cutter used in conjunction with Hole cutter Guide assures a clean accurate hole. Greens cup can be easily removed with the Par Aide cup puller and reset to the right depth with the par aide cup setter. Die cast aluminum greens cup—machined, anodized and dichromated—Interior painted with high gloss white air dry enamel.



FOR COMPLETE LINE OF PAR AIDE GREENS
AND TEES EQUIPMENT—WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY
296 NORTH PASCAL STREET • ST. PAUL, MINNESOTA 55104

For more information circle number 190 on card

DEPT. G

Give the lady

what she wants

A recent survey shows that many pro shops should be more aware of the wants and needs of their women golfers.

By JOE DOAN

Today, the golf professional has a position that requires more than the ability to get up on the tee and give a lesson.

Besides being a proficient teacher and player, he has to be able to give the type of service his members demand.

He must be a merchandiser in the sense of knowing what and how much inventory to stock, how to display and sell it and to make the members feel welcome in their own pro shop.

Since the women golfers are becoming more important to the amount of sales the pro makes, GOLFDOM Magazine took a poll at a two-ball foursome tournament, run by the Chicago District Golf Association. Thirty-two women from twenty-seven different clubs were interviewed.

The women were asked to give their opinions as to pro shop prices, displays, service and accessibility of pro shops to women's lockerrooms.

They were also asked to give appraisals of the pro and his staff as to merchandising knowhow, and to estimate the percentage of their purchases, including shoes, clothing and equipment, that is made through the pro shop.

Finally, they were given the option or opportunity to do a little swinging by stating what they thought was needed to improve the pro's operation at each of their respective clubs.

The women voted almost three to one that pro shop prices are fair, considering

the quality of merchandise offered. "Fair, but slightly on the high side" seems to be a favorite expression of women players when discussing prices. It was used by, perhaps, as many as ten of them. As many others pointed out, pro shop prices are in line with those charged by better department stores and smart women's apparel shops.

Pro shop operators, in the opinion of the ladies, do a reasonably good job of displaying merchandise. In several instances, the word "good" was qualified by the remark, "considering the space he has." Eighteen of those interviewed actually gave the displays at their clubs a *good* or *excellent* rating; six said *fair*; four said *poor* or *indifferent*; and four were non-committal.

Those who were critical of displays said selections were skimpy, poorly coordinated, lacked variety or were poorly presented. Eight women, at clubs where a saleslady was not employed in the shop, said that one is urgently needed.

"Men just don't know how to buy for or sell to women," one lady remarked. "If our pro can't afford to hire a woman full time, he should at least bring in a consultant to take charge of his buying and set up his woman's department."

Another said: "I have no kick on the stock or the way it is displayed. But the pro and his staff treat woman kind of casually—as though they don't care if they get their business or not."

Those who are favorably impressed by displays and merchandising at their clubs say one reason is the pros are smart enough to give as much space to showing women's attire as men's. Another is that remainders are sold out at the end of the season, and fresh stock brought in for the new year.

continued on page 34

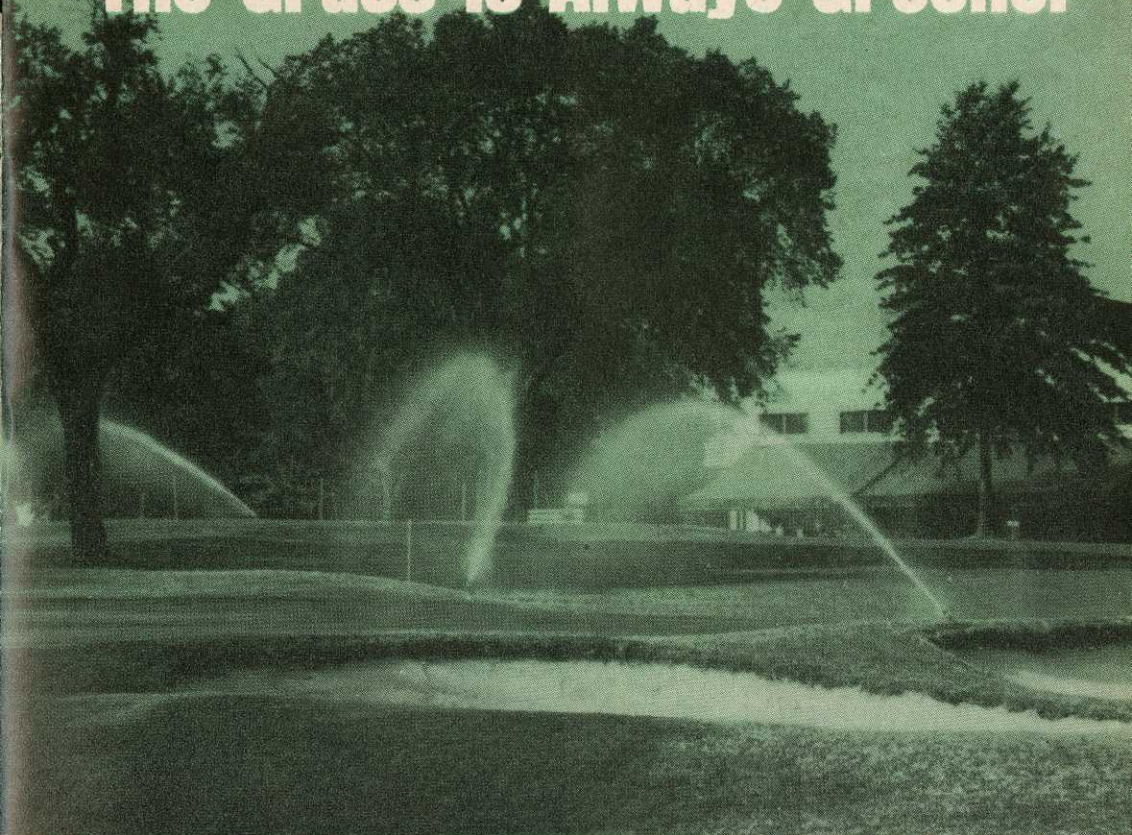
GOLFDOM

announcing...

**a new
GOLFDOM
service
for readers
• prompt
• complete
information
about products
offered by
advertisers**

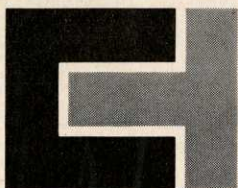
See pages 60-61

"The Grass Is Always Greener"

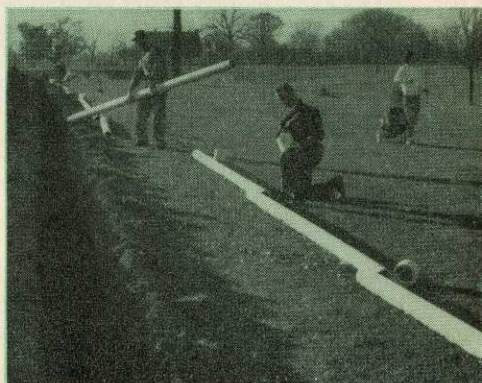


NEW 16-mm FULL COLOR SOUND FILM AVAILABLE FREE FOR CLUB SHOWINGS!

See how your club can "beat the drought." Select dates for showing, fill out and send in coupon. Allow at least two weeks for delivery of film. For further information write to Certain-teed Products Corp., Pipe Division, Ambler, Pa. 19002.



CERTAINTEED



Public Information Dept.
Certain-teed Products Corp.
Pipe Division
Ambler, Pa. 19002

Club Name

Club Address

City

State

ZIP

My Name

Preferred Date

Alternates

Signed

GIVE THE LADY

continued from page 32

Probably most important, pros who are selling the most merchandise put some effort into making sales without pushing them. Women golfers, it was brought out quite strongly, don't resist selling efforts. Better this than being neglected or treated as second-class purchasers. Most women who rated their shops high in over-all merchandising, pointed out that their pros employed women assistants.

Pros and their staff have mastered the knack of giving service. That is the opinion of 25 of the 32 ladies who cooperated in the GOLFDOM survey. In fact, when it comes to handling and cleaning clubs, the proportion is even higher. There was practically no criticism of the way these things are done.

When it comes to handling customers though, the story is a little different. A few women said they thought their pros and assistants could be more alert and helpful in this respect.

Two women said that too many outside tournaments are held at their clubs, often resulting in poor pro shop service for members. However, they added that pros are not to blame in this situation because the clubs give them no other choice but to cater to the outside business.

The general tenor of the ladies' remarks was that the pros and their staffs, at a minimum of 80 per cent of the clubs, give service beyond what is reasonably expected. One woman even went so far as to remark that she has always wondered how the pro at her club, who runs the shop on a make-or-break basis, can afford to give as much unremunerated service as he does.

As for accessibility to women's locker-rooms, more than two out of three shops were considered conveniently located. In a few cases where they were not, displays were set up in the lockerrooms, or a sales-lady brought in stock and displays and sold it on ladies day or other special occasions when women's events were held.

Most of the shops now have dressing rooms, but as several women pointed out, the rooms are uncomfortably small. Usually this problem is found in older shops where the pro, already pressed for space, squeezed them in at members' request.

Rather surprisingly, 14 women said their clubs need new shops, nine said their shops are adequate and nine others said their clubs have what are considered to be good or excellent shops.

Nevertheless, often the pro is handicapped to some extent by the dimensions and conditions of his shop.

One of the 32 clubs has had a new shop built in the last year, and at two locations the shops have been enlarged. As far as it is known, two new shops are planned for this year.

Generally, the consensus is that pros are somewhat handicapped by their working surroundings, mostly because the shops were built many years ago and now just aren't adequate. In several cases there is no direction in which the shops can be expanded.

The 32 women estimated that they buy 60 per cent of their golf clothing and playing equipment in pro shops. Those who wear spike shoes, and most do, buy them exclusively at the golf shop. This is pretty much in line with what pros themselves have estimated in past GOLFDOM surveys.

Pros have close to a monopoly in sales of spike shoes to women players. However, five women stated that they would like to see their shops stock a wider variety of styles, brands and colors.

Six women said they do little or no buying in the shops at their clubs because it is almost impossible for them to find clothes that fit; they don't like their pros' tastes in styles or colors; or the shops are so male-oriented, a woman's patronage is discouraged.

Five women stated that they buy almost 100 per cent in the pro shops, but not necessarily those at their own clubs. These women pointed out that they save

continued on page 66

GOLFDOM

THE BEAUTIFUL *Waialae* COUNTRY CLUB

Honolulu, Hawaii

The beautiful Waialae Country Club, located in the Kahala section of Honolulu, Hawaii, adjacent to the breathtaking Kahala Beach on the Pacific Ocean.

Waialae operates a fleet of 60 Viking electric golf cars that use Trojan Mileage Master golf car batteries exclusively.

Waialae is also the home of the famous Hawaiian Open Golf Tournament, which will be held at Waialae again in 1967.

Left to Right
GILBERT ARAGAKI
Cart Maintenance
MIKE NOGUCHI
Club Manager
JERRY JOHNSTON
Golf Professional



TROJAN
"MILEAGE MASTER"
GOLF CAR BATTERIES

TROJAN BATTERY COMPANY • 724 EAST 61st STREET • LOS ANGELES 1, CALIFORNIA

For more information circle number 193 on card

Design for maintenance

No matter how unique or beautiful a course is, it has little value unless it has been laid out for easy upkeep.

By GEOFFREY CORNISH and WILLIAM ROBINSON

Now, more than ever before in golfing history, the contemporary player expects his course to be outstanding.

But no matter how inspired the design, or how magnificent and beautiful the setting, no layout is better than mediocre unless its turf can be maintained at the highest degree of perfection.

Of course, this must be accomplished without excessive monetary outlays. At least that's what the members expect!

Many turf problems are traced to con-

struction errors and the others to original design and specifications.

The latter include: depths and types of topsoil; preparation of soils for greens and tees; subdrainage; fertilizers, soil conditioners and grass varieties, together with methods for preparing seedbeds and sowing of seed. Obviously, all influence the future greensward.

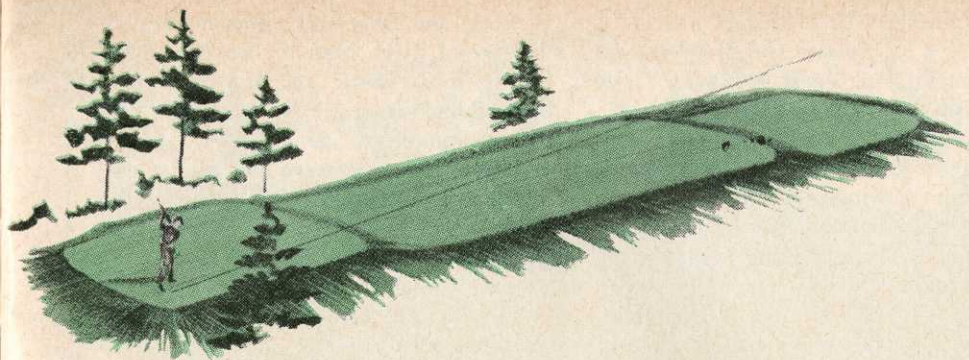
At the same time, design, quite apart from these specifications, exerts an equally profound influence on turf.

Greens: — For example, a medium large green of around 7,000 to 10,000 square feet, with gentle undulations, affords eight or more pin placements. This reduces the likelihood of heavily compacted areas on putting surfaces and traffic paths toward the next tee, as is

continued on page 38

Geoffrey Cornish is a well known golf course architect and a member of the American Society of Golf Course Architects. He taught architecture at the U. of Massachusetts from 1947 until 1952 when he started his own business.





Not all tees on the course need be rectangular, but the middle of the tee should comprise most of the teeing surface for regular play. Markers can be moved daily on long and large tees, providing distance variation in long, regular and short yardages.



Planting a magnificent specimen tree too close to the putting surface of the green may jeopardize the green in unfavorable growing periods. Trees and greenery should be placed at least 60 feet from the putting surface.

MAINTENANCE DESIGN

continued from preceding page

so apparent on "postage stamp" size greens of 5,000 square feet or less.

On the other hand, very large greens of 12,000 square feet or more necessitate high mowing, chemicals, watering and top-dressing outlays without always contributing correspondingly to playing interest and aesthetics.

Tees: — Tee size, too, is important. Large tees, 6,000 square feet or more in area, are certainly the most beneficial on courses with heavy play.

At clubs with limited play, smaller tees may suffice. In this era of unusually heavy play, however, 4,000 square feet appears to be the minimum if turf covering is to be maintained at reasonable cost levels.

Shape of tee is significant, with many architects and superintendents preferring long ones.

These long tees of 200 feet or more allow for a distinct difference in yardage for championship, regular and women's play, especially.

Many modern layouts play from 7,000 yards or longer from back tees, all the way down to 6,000 yards or less for women's play.

Long and large tees allow markers to be moved daily. Nature then does much of the repair work, and endless seeding or sodding as required on smaller tees is not required.

These long tees need not all be monotonously rectangular in shape, but the middle part of the tee, for regular play, should comprise most of the teeing surface available.

Grades and Mounds: — Course superintendents do not appreciate steep mounds. Nevertheless, mounds make a contribution around greens and on fairways, to provide accent and depth perception and increase player interest.

Mounds also add to eye appeal, and are reminiscent of the Scottish linksland where golf has been played so long.

In order to reconcile all points of view, mounds are now made that can be machine maintained, in contrast to sharp "chocolate drops" (sharply peaked mounds) that call for hand mowing.

Immense quantities of fill are required. For just a single mound on flat terrain, a thousand or more cubic yards of fill may be required to raise it to the desired height and to pull out its slope.

Bulldozers have revolutionized course construction and reconstruction. There-

Affording fewer drainage problems, the modern trap is raised above the fairway level and is clearly visible to the oncoming golfer. Hazards should be placed 10 to 12 feet from the green.





Contemporary design calls for gentle fairway slopes and clean roughs that can be machine maintained with a minimum of costly hand labor.

fore, if the problem is merely moving fill, you don't need sharp "chocolate drops."

Fairways are frequently encountered with steep grades and sharp drop-offs, which detract from the pleasures of a round, and, more importantly, increase maintenance costs.

Also, modern design calls for gentle grades and heavy earth moving equipment makes these possible. Gentle grades on fairways and cleared roughs permit machine maintenance, which reduces costly hand labor.

Golf Cars and Carts: — Powered golf cars and pull carts cannot be ignored in contemporary design. Placement of trees and hazards in relation to greens and tees is an important factor in traffic control; as is the positioning of the tee in relation to the preceeding green.

Provision of adequate car paths is also required. Some committees prefer asphalt paths, but others find asphalt can be overdone. Therefore, materials such as crushed limestone screenings, sawdust in combination with an oil emulsion base, tanbark, wood bark and wood chips are often used. But most architects and superintendents will agree that the ideal surface has not yet been developed for car paths.

Sand: — Mounds do accent a hole,

but sand provides both contrast and excitement. Because of high maintenance costs, however, committees may feel that all sand traps should be eliminated. This has been tried, without much success. It was found playing values were compromised. Sand is part of the game, and no layout can be truly great without hazards of this type.

A troublesome aspect of trap maintenance is drainage. The modern trap, however, as contrasted to the old fashioned pit trap, which was literally a hole dug in the ground, is raised well above fairway level.

It is made by placing huge quantities of fill to form a mound, then excavating the trap in the face of this mound. This raised hazard is clearly visible to the approaching golfer and affords fewer drainage problems.

Placement of sand, in relation to putting surfaces, is important for both maintenance and play.

At one time, green traps were placed adjacent to the putting surface. Later, the trend was to place them some twenty feet out to prevent sand from reaching the green. However, the only players caught by these distant hazards were high handicappers, with troubles enough!

Therefore, a compromise was reached

continued on page 70

Sizing up golfwear

By VINCENT PASTENA

Golf / Golfdom fashion editor

Fall 1967 will be a fashion season of revivals and repeats with new and refreshing twists. The total look continues to be an important concept, but this fall each item of apparel has the strength of design to stand on its own as well as being a harmonizing part of an outfit.

Knitwear will make the biggest fashion statement this fall. Last year's sweaters, which were highly dependent on color while styling was understated almost to the point of nonexistence, give way to this year's "Big Ones"—big in stitch, pattern, styling and color. A major revival in knitwear is the bulky sweater (called the "jumbo" or "big stitch" look this time around). But don't fear — these aren't the sweaters of some seasons ago that practically made you slump under their weight. Through new knit techniques and fiber blends, the 1967 versions, and particularly those for golf, have all the look of volume and heartiness of their predecessors but *without* the weight.

Illusion, in fact, plays an important part in sweater design this year. Those who prefer the light and easy feel of a flat knit, for instance, can still enjoy it and have this fall's look of bulk. This is achieved in men's sweaters through the addition of cables and other raised patterns on the solid flat knits. In women's sweaters, multi-colored jaquard knit patterns create a similar effect.

With the continuation of the layered look, sweater fronts make fashion news this fall. Everything from bold plaid woven fronts for active wear to suede and even velvet for apres golf will be in evidence. One of the smartest items in this

group is the lofty-chenille-front sweater with double-knit sleeves, back and mock-turtle bib. It cleverly combines the layered and big stitch looks.

The popularity of the layered look on the golf course also has stimulated a greater use of inserts — full turtle, mock turtle and placket-front bibs set into V-necks. The full or fold-over turtle neck and the crew neck will gain new favor this fall.

In combination — a crew-neck sweater with a turtle-neck insert — they become a new addition to the layered look. The cowl neck (a controlled version, not the enormous yoke type) is the distaff answer to the turtle neck in men's sweaters. This stand-up neckline encircling, but not hugging, the neck presents a more flattering look for ladies. A cowl-neck shell worn beneath a long V-front, double-breasted cardigan is one of the smartest looks for golfing women this fall, particularly when both items are knitted of Shetland wool.

Another entry for ladies will be the belted sweater. This is part of the trend toward definition of the feminine waistline. Many of these sweaters again feature the cowl neck.

In both men's slacks and women's skirts and culottes, pattern and texture are major concerns. Big windowpane plaids will be favored in slacks and skirts this fall for their clear definition of color and pattern. For texture, twills will be new leaders in men's slacks as well as hopsackings. Both have the rugged quality to balance this fall's bulkier

continued on page 43

GOLFDOM