

## Former Faultless Chairman To Head PGA Communications

Earl Collings, former vice president of Tatham-Laird & Kudner Advertising Agency and later president then chairman of the board of Faultless Sports, has been named director of communications of the Professional Golfers' Association of America.

Collings, whose appointment becomes effective Sept. 1, has headed Collings & Kelley for the past two years. His firm has coordinated the last two National Golf Day Charity campaigns and will continue to manage the National Golf Day program.

In his new position, Collings will fill the previous opening of director of public relations which has been vacant for the past year. He will also be responsible for all communications from PGA headquarters.

Mark Cox, executive director of the PGA, said, "We are fortunate to have access to a man with the diversified experience of Earl Collings. With the PGA's acceleration and growth in all forms of communication, it becomes a necessity to tie them together to gain maximum results. This now gives us the public relations structure we need and increased emphasis on generating additional revenue in most phases of the PGA program to meet rising costs of operation.

"A coordinated publicity pro-

gram can now be developed. The expanding editorial contents, growing advertising revenue, and circulation of our publications can be enhanced even more without disturbing the present program. The PGA motion picture service can be strengthened, association books and pamphlets can be more closely coordinated with other PGA publication programs and communications with members improved on such activities as the new pension and insurance plans, and comprehensive employment service functions."

## Is Pond Water Treated With Aquatic Herbicides Safe for Turf Irrigation?

Aquatic herbicides for controlling algae and other types of vegetation in waterbodies are a matter of concern to golf course superintendents when the treated water is subsequently used for irrigating turf. Research conducted at the University of Illinois has enabled the researchers to characterize these herbicides in terms of their relative safety to putting green turf, according to A. J. Turgeon, assistant professor.

He said no injury was observed from multiple applications of endothall, copper sulfate, Cutrine, fenac or 2,4-D amine while dichlobenil and simazine were highly injurious to the turf.

Some injury was observed from 2,4-D ester, silvex and diquat. Turgeon said researchers are currently developing literature that will tie together aquatic weed identification and control, and relative hazards associated with using herbicide-treated water for turfgrass irrigation. Turgeon's comments were printed in a recent newsletter of the Midwest Association of Golf Course Superintendents.

## New \$2.2 Million Clubhouse Opens at Pinehurst Resort

One of the largest country clubhouses in the U.S., built at a cost of more than \$2.2 million, has opened at the vacation resort of Pinehurst, N.C.

The clubhouse and club facilities, for exclusive use of Pinehurst members, encompasses more than 85,000 square feet of floor space and has three spacious dining rooms, a health spa, a pro shop and other facilities.

The club was officially opened by William B. Bru, president of the Diamondhead Corp., owners and developers of Pinehurst, and William C. Brent, Jr., president of Pinehurst, Inc.



The existing clubhouse, completed in 1910, will be refurbished and decorated and will be used by Pinehurst Hotel guests as well as members of the new club.

More than a year went into the building of the new octagonally shaped structure and in selecting its furnishings. Designed by the architectural staff of Diamondhead Corp. and decorated at a cost of more than \$200,000 by Nancy and Wade Lott, the contemporary clubhouse has been decorated with 18th and 19th century English and American furniture and a collection of antiques.

The rambling clubhouse is located at a site adjacent to the old clubhouse and facing the 18th green and tee of Pinehurst's famous No. 2 course. All five Pinehurst golf courses begin and end at the clubhouse.

William B. Bru, president of Diamondhead Corp., officially opens the new \$2.2 million Pinehurst Country Club.

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