



WHO WILL TEACH THE TEACHERS?

Meet Dr. Fred V. Grau

This man became a turf specialist through education, hard work and perseverance. His many years of learning paid off in development of turf grasses such as Meyer Zoysia, Merion Bluegrass, Penngift Crown Vetch.

But, what about our new group of research people? Inflation, higher costs of education, make it more difficult for promising turf grass researchers to complete their graduate education.

That is why Dr. Grau is dedicating his time to the MITF. The MITF is dedicated to the training of future researchers and teachers throughout the world.

You can help . . . send your tax exempt contribution to:

Musser International
Turfgrass Foundation
8400 W. 111th Street
Palos Park, Illinois 60464

THE
MUSSE
INTERNATIONAL
TURFGRASS
FOUNDATION



of the H. B. Musser
Turfgrass Fellowship, Inc.

Reading & reference

Club inventory control

A complete system of inventory and cost controls for all foodservice and bar operations has been designed by Bunnell Systems Control. The system consists of an easy-to-understand instruction booklet and all the printed forms needed to start immediately. Packages of 200 or 400 pages of forms are available to start with; additional forms or booklets may be purchased at a discount after your initial order.

Forms may be purchased in two different colors if you want to separate food and bar inventories.

The designer, Judson W. Bunnell, is the manager of the very successful Country Club of Scranton (Pa.). He has also managed the Scottsdale (Ariz.) Country Club and Resort and the Golden Hills Country Club, Mesa, Ariz.

For further information, contact: Bunnell Systems Control, R.D. 2, Dalton, PA 18414.

Manager training film

The latest in a continuing series of professional management development films, titled *Profile of a Manager*, explores the human implications of the emphasis on goal orientation that is the basis of much current managerial thinking (see the article on pages 22-28 of this magazine).

This 15-minute, color-and-sound film introduces the essential qualities demanded of a modern manager: responsibility for achievement, leadership traits, personality, and technical and managerial competence. It dramatizes what is demanded, at the personal level, by the traditional functions of a manager,



PROFILE OF A MANAGER: Film dramatizes problems encountered in being a modern professional manager.

presenting by a series of unresolved episodes detailing challenging situations managers face.

The film is available in 16-millimeter, super 8, and videocassette formats. Study material kits to facilitate discussion and learning are also offered.

For free detailed information write: National Educational Media, Inc., 15760 Ventura Blvd., Encino, CA 91436.

The world's great courses

There probably isn't a person in the world of golf who wouldn't covet this book once he has seen it — and even at \$25.00 it seems inexpensive for what it contains.

We're talking about the *World Atlas of Golf* by Pat Ward-Thomas, Charles Price, Donald Steel, Peter Thomson, and Herbert Warren Wind. As Allistair Cooke, who wrote the introduction said, "There has never been — and there never will be — a golf book like this one: a Golfer's Atlas of the world with graphics so brilliant that you think you are touring the great golf courses of the world in the front seat of a low-flying helicopter."

Here, in beautifully reproduced full color, are three-dimensional renderings of the holes that make up 70 of the world's most artfully created golf courses. Drawn especially for this book from aerial photographs, these maps show the geography and architecture of the courses in their entirety. They provide a true perspective of the holes for analysis by the reader — be he professional golfer, architect, superintendent, or duffer.

In addition, photos and text highlight the courses' most memorable tournaments and players. The *Atlas* is published by Random House, Inc., 201 East 15th St., New York, NY 10022.

A
word from
NICK
SIEMENS
Fresno, Calif.,



"To build a better golf course call a Pro, a member of the Golf Course Builders of America an exclusive organization of the nation's builders."

Request a membership directory.
GOLF COURSE BUILDERS OF AMERICA
725 15th St. N.W.
Washington, D.C. 20005

Circle 113 on free information card