

TIPS ON BUFFETS

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When accidents do happen the guest should not be embarrassed because of it. A clean napkin laid over spilled food, a handy manual carpet sweeper, or a ready damp cloth will help to take care of these accidents "on the spot" so to speak. They *will* happen, so be prepared to render aid immediately.

9. **Maintain your buffet**—While all of the things we have mentioned help to make your buffet enjoyable, this attention and service must be maintained during the entire buffet. Your buffet should be as *attractive and eye appealing for the last guest* as it is for the first one. Adequate supplies, adequate personnel, and adequate supervision to details will help, but continuous attention to these details

will result in more efficient, more enjoyable, and more interesting buffets.

10. **Don't overdo buffets**—Only you can judge how often to hold a buffet at your club. However members often tire of "too many buffets." A buffet breakfast alongside the pool, followed by a buffet luncheon in the mens grill, and a buffet dinner that evening can discourage attendance at your affairs on the day this happens. Time them to suit your member preference, and throw them in as an "extra" every once in a while. Ladies Guest Day, Mens Stag Luncheon, Kids Night, and After The Big Game can become occasions for a buffet. But if used too often, and if they become too stale, and if they lose their appeal, the club buffet can become just "another event" at your club. •

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GCSAA BIRTHDAY

Continued from page 46

ing a new highly sophisticated frequently harvested crop of grass for golf.

The British gardener influence came into the picture with founding English and Scotch greenkeeper association members. The Latin artistry came in, fortunately and strong, with such fellows as Joe Valentine of Merion and in the mid-west with Frank Dinelli, the padre Bertucci and Emil Mashie (Maschiotti), the latter the Onwentsia greenkeeper who led a qualifying round for the Tam o' Shanter World Championship one year. They brought a Latin feeling of beauty to the golf course.

The American element of the greenkeepers' organization was quick to emphasize the maintenance business picture's scientific and economic aspects. New England and New York Metropolitan district greenkeepers got together with the late Professor Lawrence S. Dickinson in getting the course maintenance school established at Amherst. Marshall Farnham at Philadelphia CC, a brilliant college graduate, pioneered as a scholastically high-ranking agronomist in golf course management. He got into this work as something that combined the pursuit of happiness and the opportunity for conspicuous achievement for the delight of many. I often have wondered how many of Farnham's lucky members got the intellectual and spiritual benefits from golf that he did.

Bob Williams, son of a landscaping genius, the noted J. Ogden Armour, hired as America's Number One estate manager, was another but younger college-trained pioneer of the Farnham type. He has developed some of the top superintendents.

Rockefeller of Inverness was a notable educator. Among his star graduates was Joe Mayo who developed several of the great West Coast golf course managers.

The initial line-up of the greenkeepers' national organization had 24 charter members. Morley was president; John McNamara, vice president; W. J. Rockefeller was secretary and Alex McPherson, treasurer. Directors were John Presser of Allegheny; Joe Valentine of Merion; George Erickson of Minikahda; John

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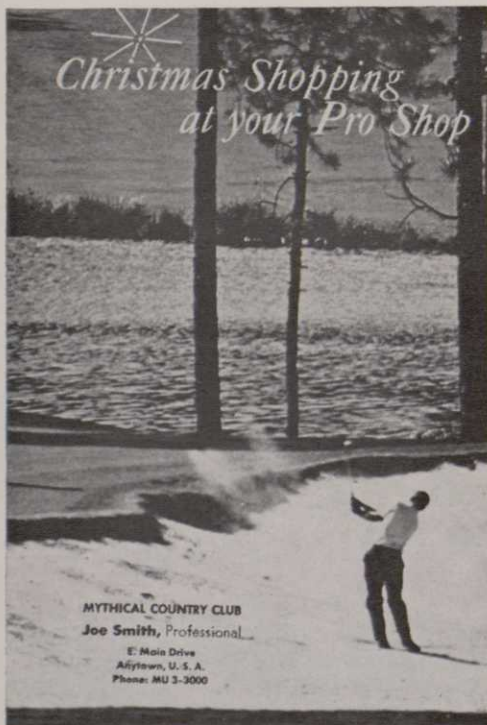
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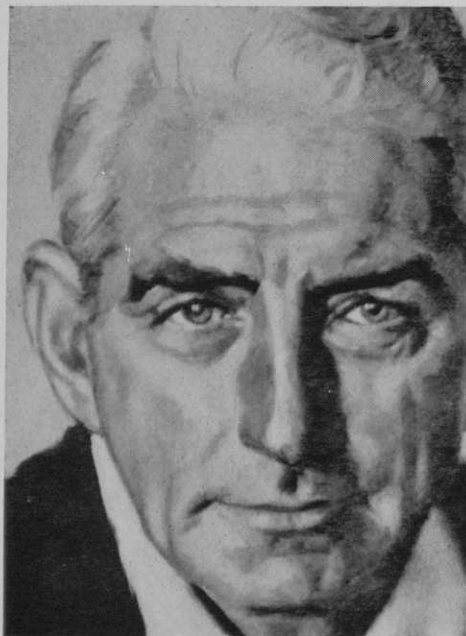
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GCSAA BIRTHDAY

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MacGregor of Chicago Golf; Mack Burke of Scioto; Hugh Luke of the Garden City Club; A. J. Allen of Druid Hills; James Dagleish of St. Andrews, Kansas City; and James Muriden of Ridgewood, Cincinnati. Dues at the start were but a mere \$5 a year.

Hugh Luke is the only one of that initial group of officials still alive.

Robert Power, Green Chairman of the Westwood CC in the Cleveland district, a good friend of Burkhardt, was in the printing business and he started an association organ for the original group. Gertrude A. Farley, an attractive and energetic young woman with some experience in writing and journalism, became the editor of the publication, then known as *The National Greenkeeper*. She did an excellent job considering the political and policy restrictions under which association publications must operate.

The close acquaintance of Joe Graffis with business interests in golf helped the greenkeepers' association get off to a good start with its first annual meeting and the "International Golf Show" which was held at the Hotel Sherman, Chicago, March 21-26, 1927. The golf show was the second affair of that sort and was put on by Spearman Lewis and A. R. Shaffer, former newspapermen. They cut the greenkeepers association in for a very small amount.

There were fewer than 100 at the first annual meeting of the greenkeeper era. The show didn't do too well and when Lewis collected on a record long shot at a Mimai track, the "annual" show was discontinued. However it lasted long enough for Fred Burkhardt to see possibilities in it. He and another Cleveland district greenkeeper, Frank Ermer paid a great deal of attention to the sale of equipment and supply space at the annual conventions and in that way gave the organization the money it needed to bring it through the ills of its infancy.

The association's solid and steady growth began in the mid-30's when the educational and organization influence of the agricultural college short courses and cooperation with regional groups of

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GCSAA BIRTHDAY

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greenkeepers became a strong factor.

Massachusetts began the formal educational trend in the '20s with its winter short courses at Amherst under the direction of the late Prof. Lawrence S. Dickinson. Pennsylvania was early, too. H. Burton Musser, professor in the College of Agriculture at Penn State, together with the greenkeepers around Philadelphia and others began short courses, then inaugurated schools of turf management.

New York at Cornell, New Jersey at Rutgers, Michigan State, Illinois, and Indiana at Purdue, Iowa State, Texas, Rhode Island, Connecticut, California, Kansas, Oklahoma, Maryland, Washington, Minnesota, Iowa and a few other agricultural colleges and state experiment stations, plus the Coastal Plains Experiment Station at Tifton, Ga., helped the greenkeepers lift themselves out of mower-jockey-and-manure status to that of members of a profession.

What seldom is known is that the trend toward the college men in golf business began with the golf course managers. The Golf Course Superintendents Association for years has had administrations composed mainly of college graduates and the PGA and Club Managers Association haven't reached that point.

Paul Weiss, Sr. whose witty and compact story of the course managers' organization was a highlight of the GCSA 1966 meeting at Kansas City, referred to the academic entry into the program as "the time when the educated men whose courses showed they knew what, why, where and when to do something, were separated from the hard-headed old-timers who were trying to keep secret what they didn't know."

All of a sudden golf clubs, and the fee course officials, were reminded that management of their turf and outside plants, including landscaping, roads, etc., involved responsibility for huge investments and was not something that could be bought for farmhand or factory help wages. What came as a shock to clubs was that ads for professionals would bring many, many inquiries but advertising for a superintendent at a top grade

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metropolitan district course only brought a few responses. The college turf management graduates were going into other turf jobs that brought them more money. Only about half the turf management college men go into golf work now.

While the greenkeepers were growing up as businessmen they were giving golf a lot more than they got out of it. Eight to ten months a year regional groups of greenkeepers would go to each others' courses and play golf or have inspection trips and dinners and reviews and lectures that meant hundreds of thousands of dollars in maintenance savings and heaven-knows-what in improved playing conditions to golf courses.

Golf club officials who knew what the financial score was in golf business realized that the greenkeepers were doing more than any other group to improve golf business operations.

The greenkeepers themselves saw that in their off, unpaid Mondays they were doing more for their employers' plants than the men in charge of industrial plants of the men for whom the greenkeepers worked.

In response to the urging of GOLF-DOM the greenkeepers changed the name of their organization to the Golf Course Superintendents Association and made use of a public relations identification that quickly was reflected in clearer recognition of their value to golf and increased salaries.

In modernizing themselves from greenkeepers to golf course superintendents the superintendents identified themselves as industrial executives who accounted for a nationwide improvement in grass beauty and knowledge. ●

FORTY YEARS AGO

Jess Sweetser became first U. S.-born player to win British Amateur.

First professional match between U. S. and Great Britain took place at Wentworth, England. Britain winning, 13-1.

Walter Hagen defeated Bob Jones, 11 and 10, in Florida exhibition.

Jones won second U. S. Open at Scioto and first British Open at Royal Lytham and St. Annes.