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GRAFFIS SWING

continued from page 8

opened the golf season in that part of the world . . . We have seen, heard, babbled and laughed at a jillion curtain-raising district golf parties but this is the merriest . . . Owen Griffith, Gerry Finn, Jim Regan, the area's golf writers, give this fiesta a big play.

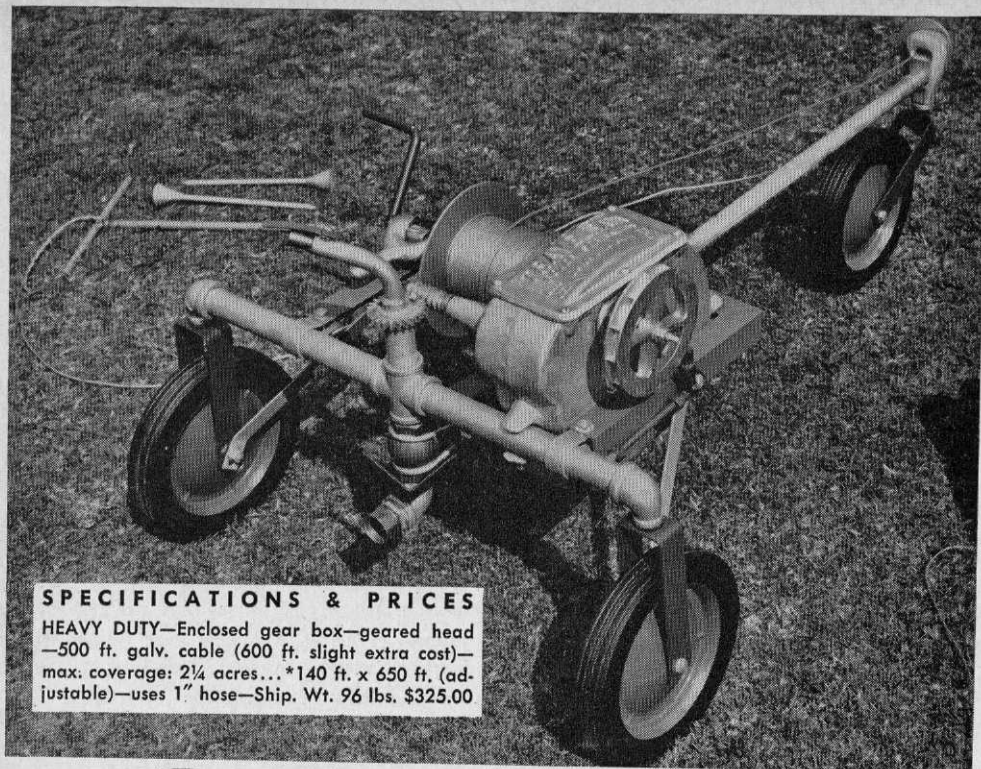
Never before have we seen so many sports page items on golf courses being closed for cart and car traffic, while the spring thaws were on . . . Somebody must be getting smarter and getting more guts to use for the good of players and greens later on in the year . . . Better check up on the golf car legal phases . . . Some very tough suits have been rapped against courses by owners of cars who had accidents on courses and weren't covered by the liability insurance concessionaires have made available.

Par-3 building has slowed decidedly, but the courses now building usually are better than the general standard of a couple of years ago . . . Superior par-3s in the South and Southwest got a good play last winter . . . Some operators said women's business alone paid expenses . . . Barry Cobb, golf writer for Cincinnati Post and Times Star did an interesting picture feature on five new assistants at Cincinnati clubs; John Wagner with Bob Foppe at Kenwood; Ken Gibbons with Freeman Haywood at Cincinnati CC; Bill Harrison with Larry Shute who switched to Western Hills from Wyoming; Rene Garza with Joe Cardenas now top pro at Wyoming and Fred Uhlman to Coldstream as assistant to Jack Merz.

Florida is to get magnificent new courses at the Florida Disneyland which is to be built on a 43-square mile area starting about 16 miles southwest of Orlando . . . Construction to start in 1968 and opening in 1970 or 1971 . . . Roy O. Disney, brother of the late Walt, says the project involves a \$300 million investment . . . Nothing specific yet on golf plans about number of courses or

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GOLFDOM



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We would recommend their use wherever it is desired to irrigate grass fairways economically, and where the cost of a permanent sprinkling system would be prohibitive.

Yours very truly,
H. E. MOORE, President
Douglas Golf Club
Douglas, Arizona"



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GRAU'S Answers to Turf Questions

By FRED V. GRAU

The "Year of the Goat," or the "Year of the Dragon" are familiar terms to Orientals. In the annals of American golf there have been no such designations—until now! The year 1967 enters history by becoming known as "The Year of the Superintendent."

Ever since golf began the public has heard and read of great golfers, mostly professionals. Names such as Ray, Vardon, Hagen, Sarazen, Hogan, Snead and many others parade across the sports pages. Golf architects names slip off the tongue — Donald Ross, MacKenzie, Crump, Jones.

The new star in the firmament of golf is a golf course superintendent—Joseph Valentine—who tended the turf at Merion Golf Club for more than 50 years and who groomed Merion for eleven USGA tournaments. Mr. Valentine achieved immortality and recognition for all superintendents in 1967 when the Board of Trustees of the Pennsylvania State University voted to name the world-famous turfgrass facility at Penn State "The Joseph Valentine Turfgrass Research Center."

Thus has the "man behind the scenes," the superintendent, finally received the recognition he has so richly deserved. For too long he has groomed the championship courses only to have the winning contestants receive all the honor and glory.

The story of Joseph Valentine, with few exceptions, could be told of many superintendents who left their mother country and came to the United States. Joe was born in Italy and came to the U.S. in 1907. He was industrious and a good

worker. One lucky day, he joined the work force at Merion Golf Club. Before long, he was the head greenkeeper and, as times changed, he then became superintendent.

Like many of his fellow superintendents, he constantly searched his golf course for signs of success or improvement. Thus it was that one day in the early thirties he noticed a patch of "different-looking grass" on the 17th hole.

To condense a story that covers a quarter century, the grass that he observed entered research under the designation "B-27" and, finally, was released at Beltsville in 1950 under the name "Merion Kentucky bluegrass."

To attempt to assess the impact of Merion bluegrass on the turfgrass industry would, in a way, be anticlimactic. Suffice it to say that this grass, the first improved turfgrass from seed ever to be proved and released, revolutionized the struggling sod industry, and revitalized the seed industry.

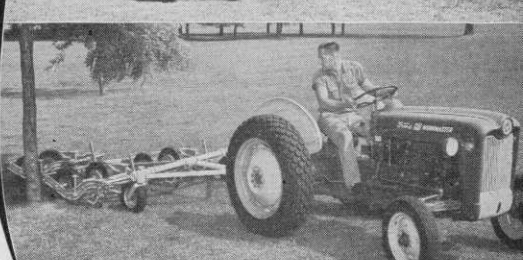
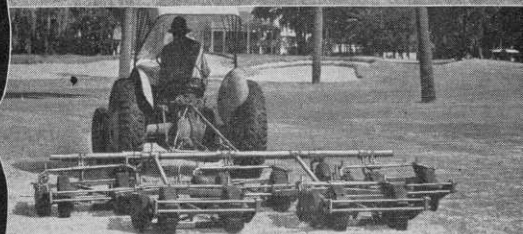
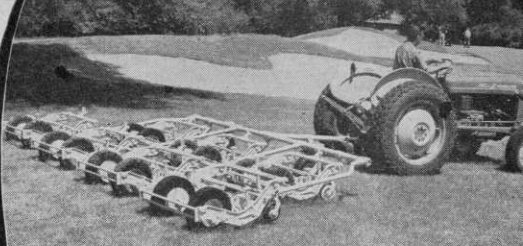
During the twenties, many superintendents (still known as "greenkeepers" then) were in trouble with insects that ate the grass, roots and all, and with diseases that ruined beautiful greens overnight. Joe Valentine at Merion was no exception to the rule.

One day in 1929, he and several other superintendents traveled to Penn State to ask for help on their problems from the professors. It is significant that the delegation went directly to President Hetzel. From this, there was developed, bit by bit, a turfgrass program.

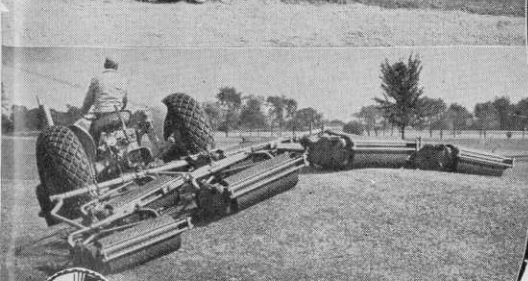
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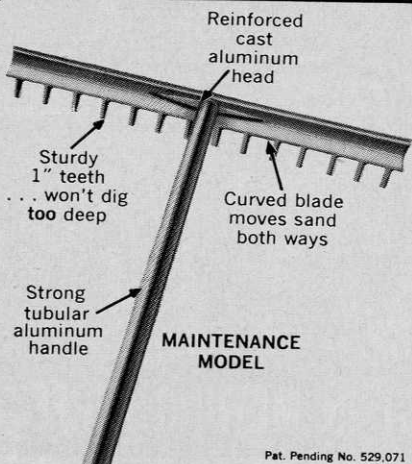
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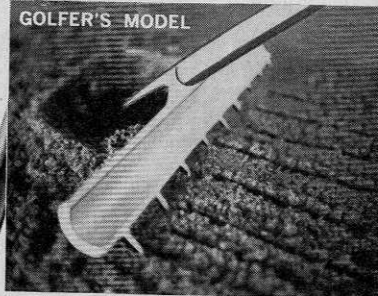
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GRAU'S ANSWERS

continued from page 14

When it lagged in 1930 due to lack of funds, Mr. Valentine influenced Mr. Peters and Mr. Boyd, legislators, to introduce Bill No. 1297 into the Pennsylvania Legislature calling for \$10,000 to support turf research at Penn State. The bill was vetoed by the governor, but the point was made and Penn State's tax-supported turfgrass program was assured. This at a time when turf was considered a "rich man's plaything" and a product of horse racing and gambling.

To be effective, the professors needed to be kept continuously informed of conditions in the field. A Turf Advisory Committee was created with Joseph Valentine as chairman, a post that he held from 1930 until he retired in 1964.

Had Joe Valentine been less in love with turf and his fellow man he could have become an outstanding, yes, famous, golf course architect. The layout, the curves, the bunkers and all features of the West Course at Merion bear eloquent testimony to his ability in this phase of golf.


The fame that has come to Joseph Valentine symbolizes the contributions that have been made by all superintendents everywhere. It is only fitting that the term "Better Turf" henceforth shall be irrevocably linked with the greenkeeping profession, associated with turfgrass research centers and their technical staffs.

The Joseph Valentine Turfgrass Research Center will become a mecca for turfgrass enthusiasts. Here they will see, on a rugged stone, a simple bronze plaque proclaiming Joseph Valentine as "Dean of Golf Course Superintendents." A deep green turf of Merion Kentucky bluegrass will surround the stone.

Every superintendent, every golf club in the world, and every organization that subscribes to "Better Turf" may help to swell the fund that will build the living memorial and will provide money for research and educational purposes. The official address is: Joseph Valentine Memorial Fund, Box 324, State College, Penn-

continued on page 18

GOLFDOM



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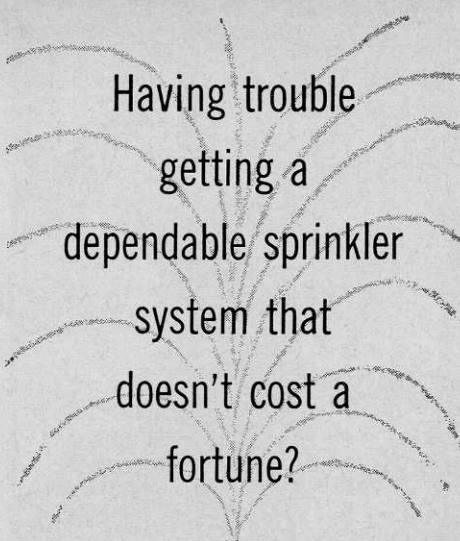
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GRAU'S ANSWERS

continued from page 16

sylvania 16801, E. R. Steiniger, Pine Valley Golf Club, Chairman.

Q.—At our club, we've decided ("if you can't lick 'em—jine 'em") to give up the fight against *Poa annua* on our fairways and do all we can to hold it year 'round. We know that we stand a chance of having it go out in a bad summer but, would you give us a summary of the things that will work in our favor?

(Ohio)

A.—Good luck! Nothing will work 100 per cent, but these factors are considered important in keeping *Poa*: Maintain low N during spring seed set so that abundant seed is produced. High N can cause grasses to fail to set seed. Feed steadily at a low to medium level during the season. Organics favor *Poa* as compared with solubles which produce soft lush growth which falls prey to disease. Keep phosphorus and lime levels *high*. Avoid the use of arsenicals. Avoid moisture stress and wilt. Be ready to spray for disease when conditions favor disease outbreaks. Keep mowers very sharp to avoid bruising and tearing. *Poa* is very hard to cut when seed is being produced. Frankly, it is difficult to tell you how to *keep* *Poa* when my inner feelings want to tell you how to replace it with permanent grasses.

Q.—In the past you have written about using hydrated lime on greens during the summer. Would you let us have the formula once more?

(Nebraska)

A.—When temperature and humidity both are high and bentgrass seems to languish and melt in spite of your best efforts with fungicides, spray the greens in the evening after play has finished. Use enough water to carry the hydrated lime in suspension, very much as though you were spraying regularly. For 1,000 sq. ft., use 1/2 to one pound of hydrated lime. Rinse it in the *next* morning before mowing.

The addition of two pounds of powdered ureaform (38-0-0) will give the

continued on page 78



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For more information circle number 128 on card

Accent on management

By KEN EMERSON

Executive Director, National Club Association

A knowledge of food and beverage services, of financial and property management, and the ability to handle personnel are the stock and trade of the professional club manager.

Less well publicized, but equally important, is the manager's ability to provide new services and to anticipate the needs of the members; even, in some cases, to *create* the need.

Some of these services are designed to make the member feel more at home and some will save him money through a more efficient operation. Some will simply entertain, and others will expand his personal horizons.

Such services need not be restricted to the wealthy or ultra-exclusive club. All that is required is the manager's ingenuity and imagination. Pay off is received in terms of happier members.

While I don't suggest you limit yourself to these, here are a few successful ideas of managers around the country.

Most clubs require coats and ties in the dining room. Many alert managers provide spare wearing apparel during the summer months when guests not knowing the rules may be expected.

Many clubs offer local tours for members; Pinehurst Country Club in Littleton, Colorado, goes one step further. This year it plans an "Orient Adventure" with club members spending four days in Tokyo, four more in Kyoto, Japan, and another four in Hong Kong before they return to Denver. Manager Bud Hall takes full advantage of the fact that most members of his club plan their trips for the fall to provide this club service for early October. Your local travel agent will be

happy to assist you in organizing such group travel.

Pinehurst (a service-minded club) is one of several which regularly sponsor an "Artist of the Month" display, utilizing works of local artists, often members, to both decorate the club house and attract continuing conversation and interest among the members.

Manager Horace Duncan of Cherry Hills Country Club, Denver, Colo., is an area leader in organizing teen-age competitive swimming and other activities for its young people. This emphasis on youth activities is supported by the Phoenix (Ariz.) Country Club and its manager Jerry Hecht which sponsors an Olympic development program, including instruction in spring board diving, fencing, wrestling and track.

The Country Club of Ithaca, N.Y., and manager Paul McGraw, sponsor a "Country Club Kite Flying Contest" open to all ages but limited to home-made kites and following rules developed in conjunction with rules established by the Federal Aviation Agency.

Minneapolis Golf Club, Stan Hale, manager, is one of many in the Midwest that make full use of major sports in their area. The club owns a block of sixty tickets for Minnesota Vikings football games and runs a regular bus service to important Twins baseball games.

This is only a starter and an indication of what the enterprising club manager can provide in the way of interesting, entertaining, and worthwhile services for his club. Let this be a springboard for your innovations and improvements. ●