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For more information circle number 194 on card



Newly elected GCSAA officers, from left to right: Walter Boysen (Sequoyah CC, Oakland, Calif.), president; Robert Mitchell (Sunset CC, St. Louis, Mo.), director; James Brandt (Danville, Ill. CC), vice president; Keith Nisbet (Westview GC, Aurora, Ont., Can.), director and Herman Johnson (Quail Creek G & CC, Oklahoma City, Okla.), director.

GCSAA SEMINARS

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to laugh off some troubles to which the course maintenance profession is heir.

John Ott, whose hobby of making growth sequence pictures of flowers led him into a profession of collaboration with physicians, botanists and other scientists in studies of "The Influence of Light on Growth Responses in Plants and Animals," presented an exciting talk and pictures. Ott's growth sequence films for Walt Disney features and the Ott television commercials brought him into his present spot as Exec. Dr., Environmental Health and Light Research Institute.

Ott devised ingenious camera and light operations recording the effect of various types and degrees of light, temperature and moisture on plants and animals. His pictures of root development in relation to soil, fertilizer, water, temperature and light and his pictures of the possible effects of temperature and light changes in the winter rest period of grass and other plants were of great interest to the imaginative superintendents well grounded in the science of their work.

The Ott pictures gave them plenty to talk about in extending the observations and speculations they and the turf scientists had offered concerning snow mold in various places and other diseases in areas where the common fault of bad

drainage couldn't be blamed. Ott warned that his studies of various type of light and emanations from TV tubes indicated that humans, animals and plants were injured by undue exposure to the rays. He also reported that areas with the range of microwave towers of telephone companies showed abnormal growth response.

Government Is In Golf

Edward Reineke, congressman from 27th district, California, and interested in golf business as a maker of irrigation equipment, told of the government's interest in golf business as a major element in outdoor recreation in keeping with its active interest in health and fitness.

Reineke, after 30 years in Washington, knows where the bodies are buried. He took the realistic attitude of urging a grab for the money, inasmuch as it has been appropriated. Eight different departments have 48 offices with various recreational programs.

He told of Farmers Home Administration, Small Business Administration, Department of Housing and Urban Development and other government outfits having vast funds available. He suggested those interested write the Government Printing Office, Washington, and, for 35 cents, get the booklet "Federal Assistance in Outdoor Recreation" and, for 30 cents, get a copy of "A Directory of Private Organizations Providing As-

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GCSAA SEMINARS

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sistance in Outdoor Recreation."

The congressman said the heavy concentration of population was accenting the necessity of recreation such as golf and forecasted the play requirements would have to expand from golf to qualify for a vast use of federal funds. Reineke urged close cooperation between the GCSA as an expert, thrifty authority and the federal spenders. His recommendation appealed to the tax-paying superintendents who have seen ridiculous exhibits of federal financing of golf courses much sillier than the financing which came to a crash in the bowling alley business. Comparison of superintendents' notes following the Reineke address, brought out laughable cases of money being blown away by government bubbleheads, including one case not very far from Washington where over \$200,000 was loaned on a nine-hole course in a community whose chief and only town could be driven through in 38 seconds.

Management of a Science

Richard H. Eichner, superintendent of Santa Ana (Calif.) CC, directed attention to the pencil as tool of efficient management of golf course operation. Eichner, one of a panel that included Sheldon Betterly, Chantilly National G&CC, Richard Blake, Mt. Pleasant CC, and Warren Bidwell, Philadelphia CC, discussing problems of "Management Technique", urged examination of every procedure on their schedule, noting the ways in which the work might be done differently, then appraisal of the old and possible new methods. He said such an examination of policies and operations would reveal hidden costs of labor, materials and machine utilization and stretch budgets that, at greatest, never are large enough to cover the work the superintendent wants to do.

Warren Bidwell outlined the necessity and nature of written communications in course management. He emphasized that written instructions are essential in

the application of chemicals to golf courses. Telephone calls from the superintendent to his chairman for eventual information of the board often are more nuisances than aids, Bidwell noted, and advised written summaries of work in progress, conditions and work needed, with enough copies for all board members. He told of a job resume in seeking a new position and observed that many written applications for superintendent jobs are sadly unbusinesslike.

Stanley Metsker, Boulder (Colo.) CC, presented two of the information sheets he gives to new men on the job. One is given to all employees and specifically notes conditions of employment and the character of work, attitude and appearance expected. The other sheet is to the drivers of club vehicles. Metsker said that a little time wisely spent in getting an employee started on the job will pay the club well.

Forecasts Closer Control

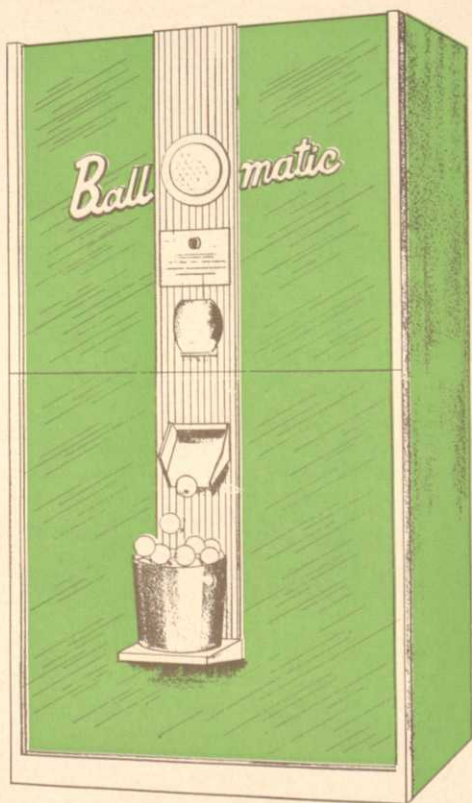
Dr. Paul Sartoretto, president, W. A. Cleary Co., forecasted that industry and agricultural colleges working with superintendents will revolutionize maintenance with fertilizers, fungicides and herbicides, fed through the general irrigation system. Sartoretto opined that then, as now, keeping control of turf growth under varying conditions will be the objective and the test of the superior superintendent. He listed grass growth regulators, slow release nitrogen fertilizers pre-emergence and post-emergence herbicides and fungicide treatment, as chemicals having control values generally in direct ratio to the superintendents' own good judgment and experience.

Howard R. Taylor presented an interesting talk and slides on golf development and course management around the world as he had observed golf business as director of the Carling Breweries tournament. Taylor cited New Zealand with 370 courses (one for every 180 golfers), Australia with almost 10 per cent of its 11,000,000 population playing golf, and Japan with more than 300 courses and

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For more information circle number 105 on card



In a word: class.

ARNOLD PALMER is an amiable man, but he has firm ideas about equipment.

Several years ago he decided to have his own clubs manufactured in his own way. And golfers ever since have been asking their pros: "What makes them so special?"

There's a long answer and a short one. The long answer is: "Everything."

Take the matching of sets. It's so exact that all nine different clubs *feel* identical in your hands.

The engineering of heads and shafts is special, too. It's calculated to give

each club a flight pattern as predictable as that of a guided missile.


And there are dozens of little perfections you might not even notice. Like the subtle beefing up of the *top* of the blade, where most clubs are thin. Or the studied simplicity of the back design. Even the depth and luster of the chrome work is deliberate; it may not influence the ball any, but it makes *you* feel good.

Arnie's whole idea is to place in your hands a set of tools so mechanically flawless you can forget about everything except your form. "After an

hour," wrote one golfer, "the clubs began to feel like a part of my own arm."

What about the short answer? It's in one word: class.

If you have a touch of it, nobody needs to explain it to you. You'll just go to your pro shop some sunny morning, and you'll fondle these fresh-minted beauties, and a bell will ring in your head, and you'll do what comes naturally.

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Thompson gear-driven, rotary, pop-up sprinklers make most turf irrigation equipment obsolete as a beaded rattle.

On golf courses, for example, an automatic Thompson/Griswold programmer and system of automatic and flow control valves will time-control irrigation of greens, tees and fairways... all independently, with cost-saving low voltage.

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WRITE FOR FREE KIT.... call your Thompson distributor... let's pow-wow about how your tribe can reduce costs of turf irrigation up to 50%.



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For more information circle number 153 on card

Managers Turn Out Strong

Elections, seminars and a banquet of excellent ideas highlight the managers' annual meeting.

In the new \$32 million, 20-storied Century Plaza Hotel in Beverly Hills, California, the Club Managers Association held its 40th Annual Conference on February 7-11.

Horace G. Duncan, General Manager of the Cherry Hills Country Club, Englewood, Colorado, was elected president of the CMAA. He succeeds William J. Hodges, Manager of the Paradise Valley Country Club, Scottsdale, Arizona.

Other newly elected officers included Joseph J. Donoghue, CCM, General Manager of the Losantiville Country Club, Cincinnati, Ohio, vice-president, and H. Alton Owen, Harbor View Club, New York City, secretary-treasurer.

Newly elected directors for CMAA are: Peter D'Angelo, Hampshire Country Club, Mamaroneck, New York; David Ripper, Detroit Club, Michigan; E. Guenter Skole, Cosmos Club, Washington, D. C.; Gerald V. Marlatt, Northmoor Country Club, Highland Park, Illinois; and William Tucker, Lauderdale Yacht Club, Ft. Lauderdale, Florida.

Remaining on the National Board are Ed Fleck, CCM, Hillcrest Country Club, Kansas City, Missouri; Charles F. Hathaway, CCM, Los Angeles Athletic Club, Los Angeles, California; Lloyd G. Weber, CCM, Mayfield Country Club, Cleveland, Ohio; William J. Hodges, Paradise Valley Country Club, Phoenix, Arizona; and Willard "Red" Steger, River Oaks Country Club, Houston, Texas.

Over 1400 managers and wives from 52 Chapters attended the Conference—



*Horace G. Duncan,
CMAA's new president.*

the high point in the association's educational program. The attendance showed an increase of 300 more than last year's total of 1100.

Outstanding seminars and guest lecturers included: Leonard Huck, "Services That Banks Can Offer Managers"; Dean James Taylor of the University of Houston, "Motivating Committee Manpower"; Fred Schmid, "Elements of Good Kitchen Design"; Master Chef Walter Hass of Lorrach, Germany, "German Foods for the Gourmet"; and Hans Prager, Executive of Lawry's, "Merchandise for the Extra Sale."

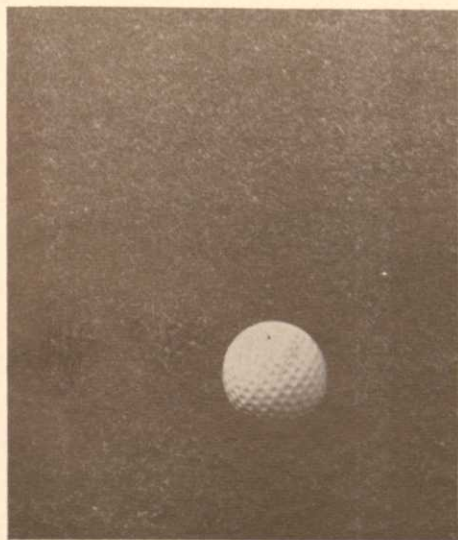
Other features of the five-day conference included specialized roundtables for

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For crabgrass and poa annua control in lawn and turf...treat with

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SELECTIVE HERBICIDE



Specially formulated and recommended for use on most turfs in parks, cemeteries, golf courses, institutional and home lawns, BETASAN controls crabgrass when the seeds germinate. The best time to use it is now—between late fall and mid-April — before the new crop of crabgrass emerges.

Application at this time prevents summer-long crabgrass infestations and allows established bentgrass, fescue and bluegrass perennials to fill in during the period of most favorable growth—during the cool spring weather.

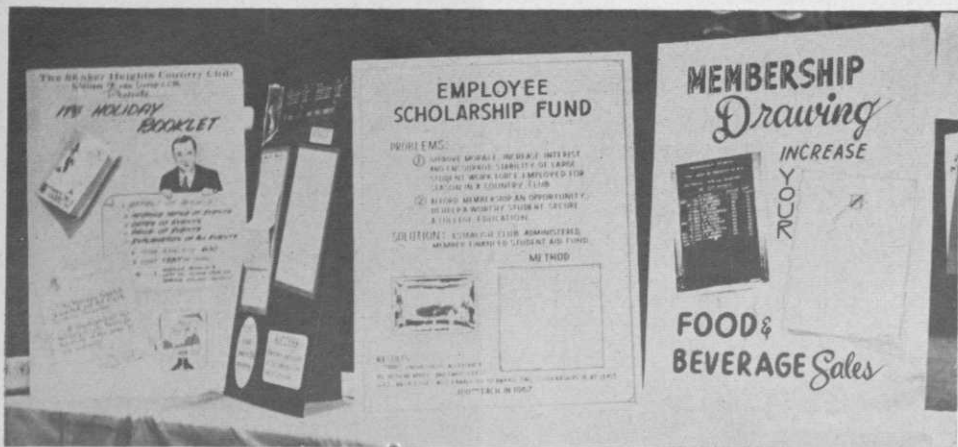
BETASAN gives you excellent control of *poa annua*, goosegrass and some annual broadleaf weeds, too. Time your BETASAN applications according to the weed you want to control. For instance, to control *poa annua* you apply BETASAN before the seed germinates in late summer.

Ask your distributor or Stauffer salesman for full details, or write to Stauffer Chemical Company, Agricultural Chemical Division, 380 Madison Avenue, New York, N. Y. 10017.

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The Idea Fair was again one of the focal points of the club managers' conference.

CLUB MANAGERS

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town, country, yacht, and luncheon clubs; a two-hour Tax Clinic moderated by Walter Slowinski, tax counsel for the association and Washington partner of Baker, McKenzie; and a panel discussion of "The Perfect Club Manager."

Featured speakers during the conference were Dr. W. Bellentine Henley, one of General Motors' distinguished guest lecturers, James B. Somerall, President of Pepsi Cola, of H. B. Nootbar & Co.

Special kudos go to the managers of the Southern California chapter of CMAA under the direction of Irvin L. Kingsley, CCM, Manager, Bel-Air Country Club for the planning of social activities for the attending members of the conference.

The annual Idea Fair was once again a highlight of the conference. Winners included: 1st place — William Tucker, CCM, Lauderdale Yacht Club, Ft. Lauderdale, Florida, Theme—New Member Memorandum; 2nd place Gerald V. Marlatt, CCM, Northmoor Country Club, Chicago, Illinois, Theme—Date Book; 3rd Place—Charles Hornaday, CCM, Los Gatos Elks, Lodge 1857, Los Gatos, Calif., Theme—Parent-member sponsored teen-

age dance; 4th Place—Gunter Weihe, CCM, Wichita Club, Wichita, Kansas, Theme—Gaslight Party; and 5th Place—William F. Van Lierop, CCM, Shaker Heights Country Club, Shaker Heights, Ohio, Theme—Holiday Booklet.

The CMAA, now in its 40th year, has a membership of 2400 professional managers of bona fide country and town clubs and was established to encourage the education and advancement of its members in 1927. •

A MANAGERS PHILOSOPHY

- If you act like a "Boss" you will merely rely on your authority.
- As a "Leader" you will rely on cooperation.
- A Boss creates fear... A Leader creates confidence.
- A Boss creates resentment... A Leader creates enthusiasm.
- A Boss fixes blame... A Leader fixes mistakes.
- A Boss knows how... A Leader shows how.

MICHAEL A. CECERE, J.C.C.M.
Michael A. Cecere, Jr.
 SOUTH HILLS COUNTRY CLUB
 PITTSBURGH, PENNA.

Typical of the well-thought out exhibits at the Idea Fair was this "A Manager's Philosophy."