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Continental

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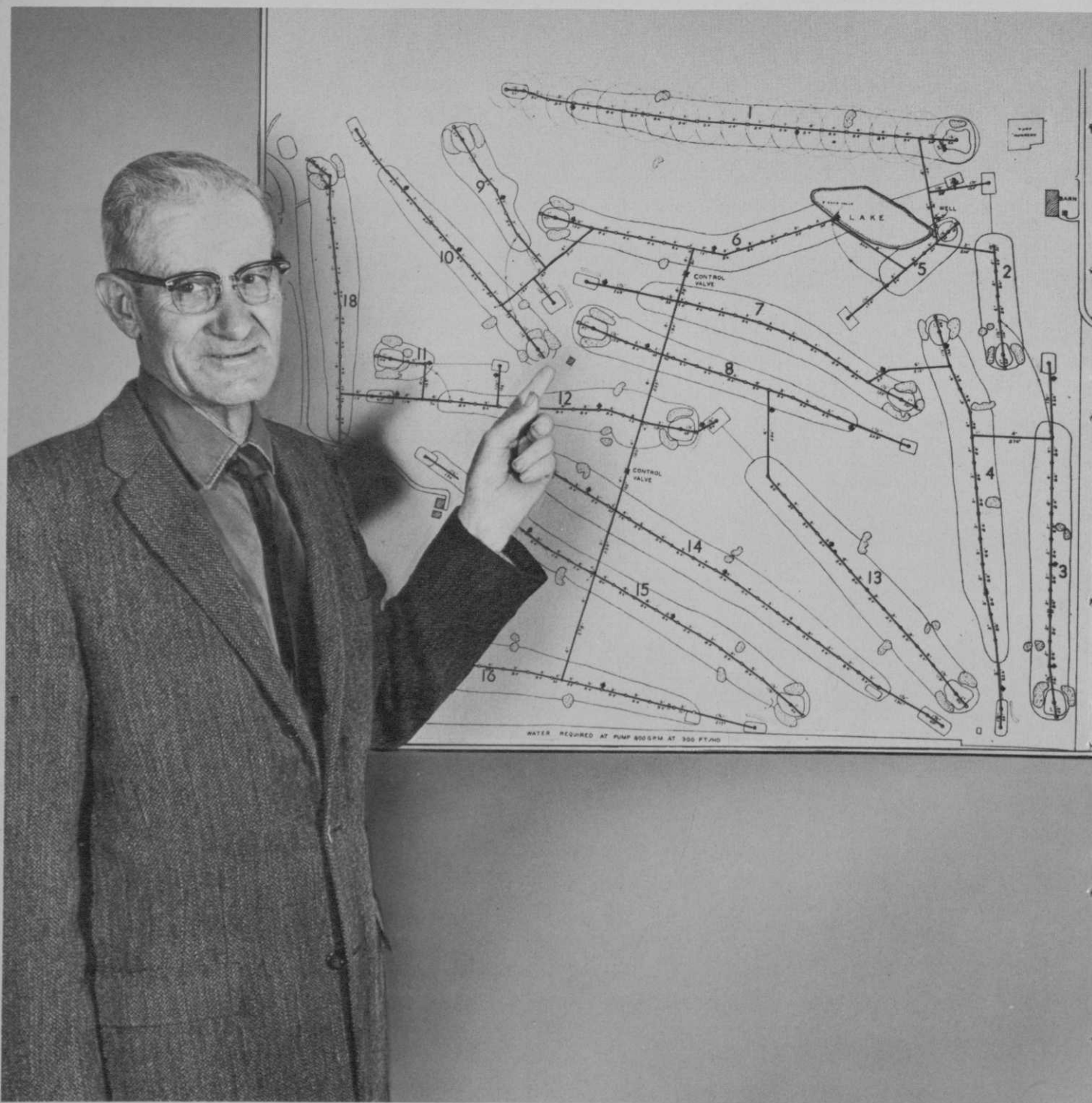
Golfcraft

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“How we tightened up for the State PGA Finals”

BY STERLING HAMILTON
Superintendent, Crystal Lake Country Club, Illinois





We are pleased to have the Illinois State Senior PGA event at Crystal Lake Country Club. The present course was established in 1928, and covers 140 acres. There are some fine golfers in this group and our whole team gives special attention to preparation for this tournament.

We like to give these pros the best possible playing conditions. While our eighteen is kept at a high level all the time, we start three weeks ahead of this event to tighten up even more.

We let the roughs of chewing fescue and blue grass get high—and bring the

fairways down gradually; lower than normal. The fairways are bluegrass and are now watered for the first time. Our Cast Iron Pipe system gives us perfect control and dependability in our watering program so we get exactly the results we want.

Our greens are C-15 and we make them faster for this event by brushing up with a mower set slightly lower.

We're very particular in our fertilizing. I like to keep a regular schedule with not too much on the greens each time. In other words, I keep the turf a bit on the

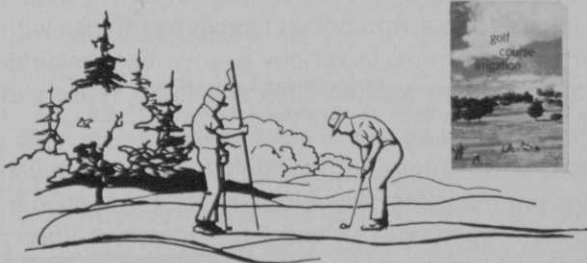
hungry side with more frequent but less heavy applications.

We are blessed with a fine loam soil—some of the finest seen by Scottie Stewart, who engineered our new cast iron pipe irrigation system. Our course takes advantage of the gently rolling countryside of this northern Illinois area, located about 45 miles northwest of Chicago.

We have an ample water supply—a well and a 1½-acre spring-fed lake. My watering program calls for forty minutes on the greens in the still of the evening. I prefer to keep the greens a bit on the hard side.

The watering of the fairways is programmed to avoid any moisture stress, yet it's not done too frequently or heavily, as this would cause the soil to stay wet too long.


We're very happy with our new Cast Iron Pipe system—and especially value its ruggedness in this northern area, where I know heavy freezing has caused problems with some other types of pipe. With this irrigation system we expect to have top playing conditions for our members and the special tournament events which we have.



This series is sponsored by the **Cast Iron Pipe Research Association.**

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GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 43 No. 7

JULY, 1969

ARTICLES

- 8 GOLFDOM Speaks Out**
"Club Managers Hit with Tough Charges," a guest editorial on a provocative article recently published in a national magazine

- 36 Closed-Circuit TV: Golf's New Workhorse**..... **Jerry Marlatt**
Closed-circuit TV could, if used imaginatively, be the answer to many problems plaguing today's country clubs

- 40 There Is a Fall Fashion Market** **Barbi Zinner**
Coordinates, plaids, vests and not-so-traditional knickers are some of the items your customers will ask for this fall. Will you be ready for them or are you going to let this profitable business pass you by?

- 46 Superintendent Consultant: Blessing or Problem-maker?**..... **Bill Smart**
Hiring outside advisers for golf course maintenance is becoming a more common occurrence. But attitudes of home superintendents toward this practice run the gamut from genuine approval to outright resentment

- 49 Programmed for Accuracy**
At the flick of a switch, superintendents will be able to completely water a course on a scheduled, pin-point basis and conserve money, water and equipment

- 51 Give Them What They Want—Wine****William Massee**
Golfers' interest in wines is higher than that of the general population, but ironically one club in three doesn't serve wines

DEPARTMENTS

- | | |
|---------------------------------|-----------------------------|
| 14 Letters to the Editor | 64 New Products |
| 39 Coming Events | 68 Classified |
| 55 People in the News | 70 Advertisers Index |
| 61 News of the Industry | |

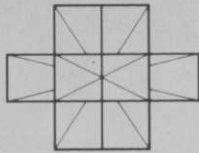
Cover: photographed by Phillip C. Mascione at Green Acres CC, North Brook, Ill.

VIEWPOINTS

- 16 Swinging Around Golf****Herb Graffis**
- 23 Turfgrass Research Review****Dr. James B. Beard**
- 28 Grau's Answers to Turf Questions****Fred V. Grau**

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GOLFDOM SPEAKS OUT

Club managers hit with tough charges

It would seem unnecessary to defend the honesty and integrity of a profession that has devoted itself to service and "customer" satisfaction for nearly 200 years in this country alone. Yet, a national magazine has cast doubt on the ethics of over 5,000 professional club managers. In so doing, it has also laid open to question the operations and policies of an equal number of private and social country clubs by descending to vague generalities and unsupported allegations, all of which we believe to be untrue.

Any club member who reads "The Wedding Racket" by Peregrine Pace (Mrs. Kendall Stebbins Bryant) in the June 10th, 1969, issue of *Look Magazine* may feel justified in looking askance at his club's manager. In this article, under the blurb, "Grafting club managers would put a Chinese warlord to shame," the article states:

"Most club managers are such artful grafters they would make an old Chinese warlord cut off his queue in shame. I suppose they consider themselves underpaid. In any case, they are exposed to temptations to 'get theirs' as fast as possible. They take graft from every firm that hopes to get, or keep, the club's business. Their greatest sources of cash commissions are the liquor distributors and their salesmen.

"A 'wrapped' bottle is something you must never let a club manager put over on you . . . And don't let him suggest the brands of champagne and liquor for the party . . . *You* tell the club manager what you want served, and instruct him to close the bar on the last note of the music . . .

"Get your own florist and don't tell the club manager his name . . . And never let him suggest an orchestra. That's worth a 15 per cent commission to him."

GOLFDOM deplors this "broad brush" approach in critical writing, particularly when it jeopardizes the reputation of an entire profession. It would be naive of us to deny the possibility that among such a large professional body some individuals are involved in unethical practices, but generally we have found in our 42 years of experience that club managers are as honorable a group as any.

If someone has discovered that certain members of the profession are engaged in unethical activities,

the proof of their behavior should be presented to the appropriate officials so that they may take action against the offenders. But simply indicting thousands, perhaps, upon the misbehavior of a few—and without supporting the accusations—constitutes a smear rather than a constructive, responsible piece of criticism.

Individually, professional club managers hold rigorously to a strict code of ethics; collectively, the Club Managers Assn. of America polices it carefully. It reads, in part:

1. We will uphold the best tradition of club management through adherence to sound business principles, and will assist our club officers to secure the utmost in efficient and successful club operation.

2. We will consistently promote the recognition and esteem of club management as a profession, and conduct our affairs in a manner to reflect capability and integrity . . .

5. We will not permit ourselves to be subsidized or compromised by any interest doing business with our clubs . . .

8. We deem it our duty to report to local or national officers any willful violations of this code . . .

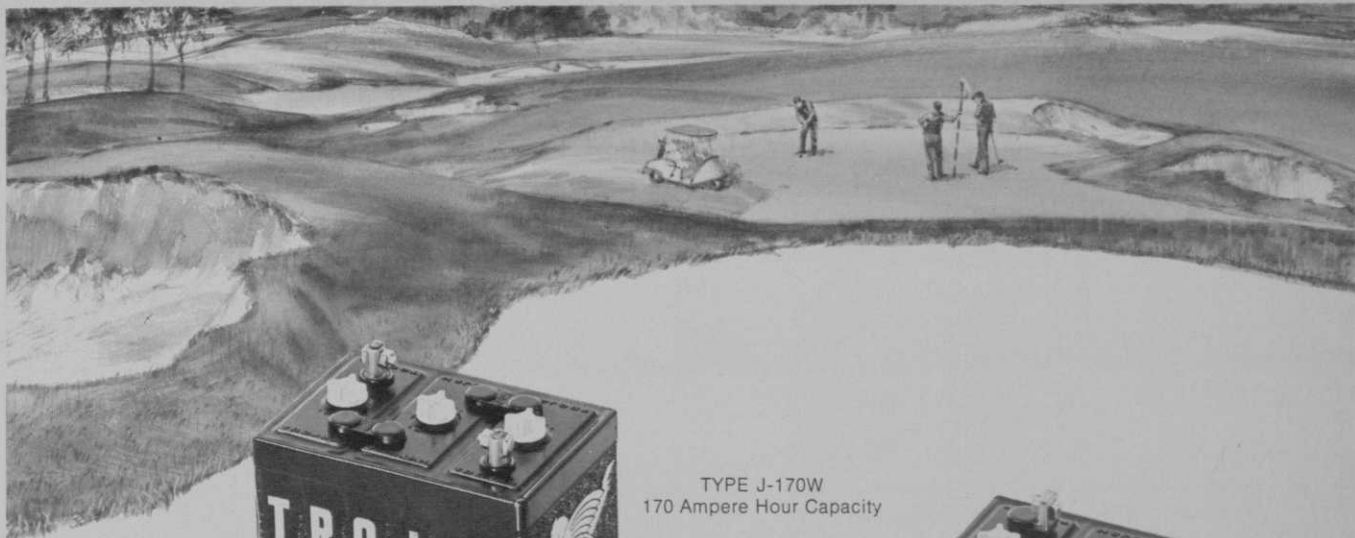
The 42-year-old professional association numbers among its membership the managers of nearly every major, bona fide, private country club. In addition to their code of ethics, club managers attend summer workshops in food and beverage, personnel and property management, marketing, executive development and financial management.

Held in major university centers across the country, the educational program has set the standards for the hospitality industry. Indeed, a degree in club management is offered at several colleges.

Partly because they have set such high educational and moral standards and partly because they are simply dedicated and hard working professionals, club managers as a group rank in the top 5 per cent income bracket—hardly the type to "consider themselves underpaid," or to be tempted to "get theirs" as fast as possible."

The most serious charge in the article is that club managers—or at least "most club managers"—accept graft, particularly from liquor distributors and

continued on page 12



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