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For more information circle number 211 on card

Ideas and interests change with the times. So management must and does develop new and better recreational, social and educational events. A high percentage of the members are young families (average age 40) and families with children (average size unit 3.7), who want action! Like most clubs Pinehurst puts on a variety of golf and tennis tournaments, swimming meets, dinner-dances, bridge parties and fashion shows. But that's only the beginning. Special events and educational courses in 1970 included: a hairstyling and wig fashion show, a travelog adventure film series, art classes, water skiing courses, scuba diving classes, a mental cybernetics lecture series, a fishing academy at the swimming pool and sponsored trips to the Orient and Africa.

It is the how more than the what that is special at Pinehurst. For one golf tournament, a sky-diver signaled the shotgun start from high over the course.

The clubhouse is open seven days a week, Memorial Day through Labor Day, then closed Mondays the other months. Normal hours are 7 a.m. to midnight. A trio for dinner listening and dancing plays Tuesday through Saturday nights.

Pinehurst is operated strictly as a private club, though not with non-profit status. Outside groups can and do hold functions there under certain rules. Only a member can book a party. He must act as host, make arrangements, be present at the event and sign for charges. Reimbursement between group and member does not involve the club.

Members sign for all charges; cash is not accepted. There is also a no-tipping policy.

Another clue to management's philosophy is the lack of a house minimum charge. In other words each member can use the club as little or as often as he likes, but not pay a monthly or annual food-beverage charge.

"We do not believe it is morally right to force members to use the club," says Hall. "We try to entice them with interesting programs. Management should be judged on creativity and volume, not simply food and beverage net, which is not a realistic yardstick anyway."

The membership is active and obviously satisfied. Annual turnover is less than 10 per cent, most due to corporation transfers. Spring membership drives replace the annual attrition. Old members are asked to invite new members—for a reward of \$100 credit in food and beverages. In 1971 new members could join for \$800 or two-thirds the regular cost during a 60-day "special."

Each new member husband and wife must attend an orientation meeting prior to final approval. They tour the club, hear about activities and policies and see a color film about Pinehurst produced by CCMI.

COMMUNICATIONS TECHNIQUES

Any successful organization depends on effective communications. The Pinehurst operation is no exception. The employee's manual is an excellent example. There are detailed instructions on how to answer the telephone, for example. It tells how to address a mem-

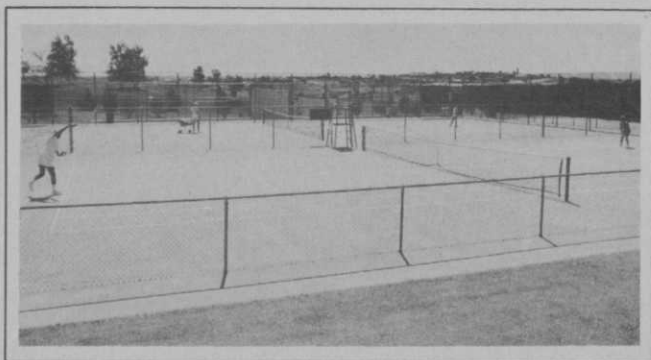
ber at the club. For every function there are how-to-do-it charts and forms. Everything is on paper. No one man is indispensable, because virtually all knowledge has been distilled onto paper. If a dining room captain is sick, a waiter has been trained and knows how to take his place in emergencies.

An award-winning monthly 12-page newsletter, *The Pine Needle*, keeps members informed and promotes activity. It is published with help from an outside public relations consultant. Hall and other key management personnel write columns. No member can plead ignorance if he reads the newsletter and the simple but explicit annual report. Also, special letters explain major board decisions, policy changes and improvement plans.

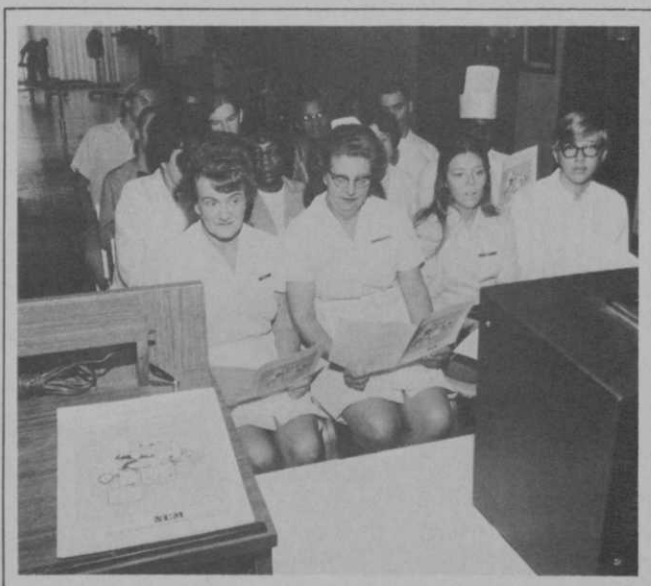
Pinehurst's success and growth are due to management for people and management skill. The management team keeps in touch with the industry—MacDougall, Pfluger and Karbatsch have been president of their regional professional organizations and Hall is national vice president of the Club Managers Assn. of America—which brings in new ideas to the club.

CCMI is a consultant to other clubs on operating problems and management techniques.

Thus Pinehurst has a bigger brighter future as it answers members' needs. By putting people first, management is keeping alive the best in club tradition. □



Eight outdoor tennis courts enhance sports activities at Pinehurst.



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John M. Tucker, president of Professional Golf Company, has been appointed president and chief executive officer of Duckster Sportswear, Inc., a subsidiary of Professional Golf. Duckster vice president, **David A. Beckerman**, has moved up to the position of executive vice president in charge of operations and marketing.

David C. Smith, long-time University of Wisconsin agronomist, has retired. Professor Smith's plant breeding work covered nearly every major species of forage grass during his 30 years at Wisconsin. Smith is best known for Piper Sudan grass, which

he and H.L. Ahlgren developed and released in 1950. Other breeding work during his career include bromegrass, Ladino clover, bluegrass, orchid grass and red fescue.



Zininger

Thomas C. Zininger has been elected vice president and general manager-agricultural of Velsicol Chemical Corp. He is responsible for the commercial development and marketing of Velsicol chemicals in the domestic agricultural, pest control and home, lawn and garden markets.

Lee Mueller has joined the staff of GOLF Magazine, GOLFDOM's sister publication, as an associate editor, writing travel and feature articles.

James R. Watson has been named a vice president of the corporation by

the board of directors of Toro Mfg. Corp. Dr. Watson has been with the company since 1952 and holds the position of director of distributor relations.

Winton F. Dryden has been appointed territory manager of Dunlop Tire and Rubber Corp.'s Sporting Goods Div. He will cover the southern Illinois and eastern Missouri golf markets.



Wirtz

Leonard F. Wirtz has been appointed director Pro Shop Div., David H. Smith, Inc. Wirtz formerly was director of the Ladies' Professional Golf Assn.

Ralph V. Aspeland has been appointed manager of merchandising-Service Parts Supply of JI Case Company.

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Dope Open raises \$20,000

The third annual **Dope Open**, held at the Knoll CC, Boonton Manor, N.J., has raised \$20,000 to fight drug abuse in Morris County, N.J.

Proceeds from the tournament, which drew 285 golfers, including New Jersey Governor William Cahill and Dr. Glenn Cunningham, the 1932 and 1936 Olympic miler, went to the Morris County Drug Abuse Council in Morristown, N.J.

The tournament was conceived by Mary Mulholland, wife of a New Jersey doctor and mother of six children. She contacted Joe Dante, head professional at Rockaway River CC, Denville, N.J., and former head of the New Jersey Professional Golfers' Assn. for technical help. In its first year, 1969, the tournament raised \$7,000. Last year \$10,000 went to fight drug addiction. New Jersey State Senator Harry Sears was the honorary chairman.

Retail value of the donated prizes, auctioned off at a raffle, ranged from bananas and hams and golf equipment, to a weekend at the Playboy Club. Mrs. Mulholland also sold the 18 holes at Knoll CC to sponsors for \$500 each. Prizes included two donated new cars.

Money from the tournament went for rehabilitation, education and distribution among the 32 sub-councils in the county and for emergencies.

Musser Foundation now tax-exempt

Musser International Turfgrass Fellowship, Inc., a charitable and educational corporation, has achieved tax-exempt status from the Internal Revenue Service.

The foundation, named after the late H.B. Musser, is global in scope and completely non-discriminatory. As funds are received, plans will be drawn to review applicants for their Ph.D. degrees in turfgrass at qualified research institutions. A selections committee will screen applicants and centers carefully. Funds to support the work will be accepted from around the world because the influence of Professor Musser's work was world-wide.

President of the foundation is Dr. Fred V. Grau. The secretary is Dr. J.M. Duich. Officers and directors of the foundation serve without pay



and all travel expenses to board meetings are borne by the individual.

The basic plan of the Musser Foundation was conceived through the efforts of the Pennsylvania Turfgrass Council. Among other things, Musser will be remembered for his training of students, his development of Pennlawn fescue and Penn-cross bent, and his authorship of the USGA-sponsored book, "Turfgrass Management."

Persons interested in contributing to this tax-exempt foundation should make checks payable to the Musser Turfgrass Fellowship, and mail them to Ben O. Warren, Treasurer, Palos Park, Ill. 60464.

George Newman & Co. buys \$6 million Corfam inventory

DuPont's largest Corfam customer, **George Newman & Company**, a four-year-old privately-owned Boston firm, has bought the remaining world-wide inventory of Corfam for an estimated \$6 million. Newman has also been granted a license to use the Corfam trade name as part of the sales agreement.

Earlier this year DuPont announced its plans to discontinue manufacture of the synthetic fiber, which was introduced to the shoe market in 1964.

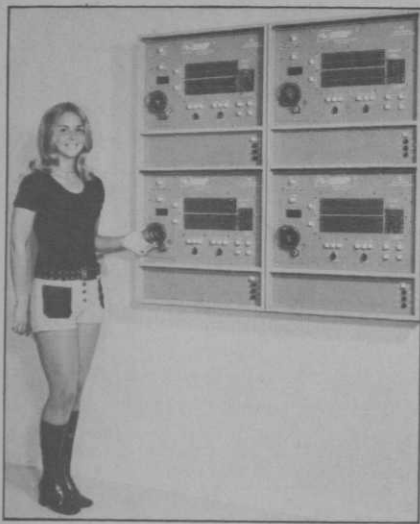
"DuPont has invested \$100 million in developing and marketing Corfam," George Newman, 31-year-old president says, "and it has a wide range of attractive qualities and advantages that make it desirable for both men's and women's shoes." Newman estimates that the amount of Corfam purchased should prove sufficient to satisfy the industry and consumer needs for the next three to four years. According to Newman, DuPont ceased taking customer orders as of June 30, 1971. These orders will be met by Newman in order to satisfy the strong demand for Corfam which

exists in the shoe industry, including golf shoes.

An agreement for the finishing of Corfam to supply the American market has been reached by Newman and Flemming Joffe, Ltd., a DuPont finisher in the United States. Negotiations are also underway between Newman's firm and a recently acquired subsidiary of Barrow, Hepburn and Gale, Martin & Bolton, a DuPont finisher in the United Kingdom, to supply the demands of the European market. Over 40 per cent of Newman's business is in the export sales of leather and Corfam.

News briefs

The **University of Maryland's Cooperative Extension Service** reports the Eastern tent caterpillar has been defoliating numerous trees in the East this year. The Eastern tent caterpillar, a native American insect, builds up to population peaks at approximately every 10 years—and this is the year of overpopulation. Information on controlling Eastern tent caterpillars can be obtained by writing to the University of Maryland Cooperative Extension Service, College Park, Md. 20742. Ask for Entomology Leaflet No. 21 . . . Course expansion has begun on the **Park City GC**, Park City, Utah. The \$500,000 expansion will add six new lakes, 17 additional sand traps, 11 new holes and a new clubhouse and pro shop . . . International gourmet, club and hotel manager **John Szlavic** has been named manager of the Los Coyotes CC, Buena Park, Calif. LCCC has a 72-hole golf course. Szlavic was formerly manager of recreational facilities at Incline Village, Lake Tahoe, Nev. . . Percy Clifford, Mexico City, won the championship flight at the annual meeting of the **American Society of Golf Course Architects** in Palm Springs, Calif. Clifford, who has won the Mexican amateur and open titles six times each, has won the society's tournament two years in a row. Clifford is the new president of the ASGCA, succeeding C.E. Robinson, Toronto, Canada. . . The fourth annual \$10,000 **Izod International Invitational Golf Tournament** has been scheduled for November 7 to 13 at Palmetto Dunes Beach Resort & CC, Hilton Head Island, S.C.



Johns-Manville Irrigation Corp. announces a new concept in golf course irrigation called Binar. The new electronic automatic system features a simple and inexpensive installation procedure using only two electrical wires between any point on the course. The low maintenance system eliminates satellites and practically eliminates turf disturbance when converting from a manual to an automatic system.

Circle No. 102 on reader service card



Around-The-Green Enterprises offers blade type flange putters and chippers designed to improve a golfer's short game. The chipper features a flat composite putter grip, putter length, and is available in steel or aluminum colored shafts. They have a black line top on the head for reducing sun glare. The chipper has no grooves on the clubface, so it enables the golfer to hit a pitch and run shot without any attempt at backspin.

Circle No. 103 on reader service card

R.H. Buss Company announces a new golf exercisor, Golf-Ex, designed to strengthen grip, wrist and forearm. Use of the device increases finesse in putting and chipping, according to the company. Cost of the device is \$2.99.

Circle No. 104 on reader service card

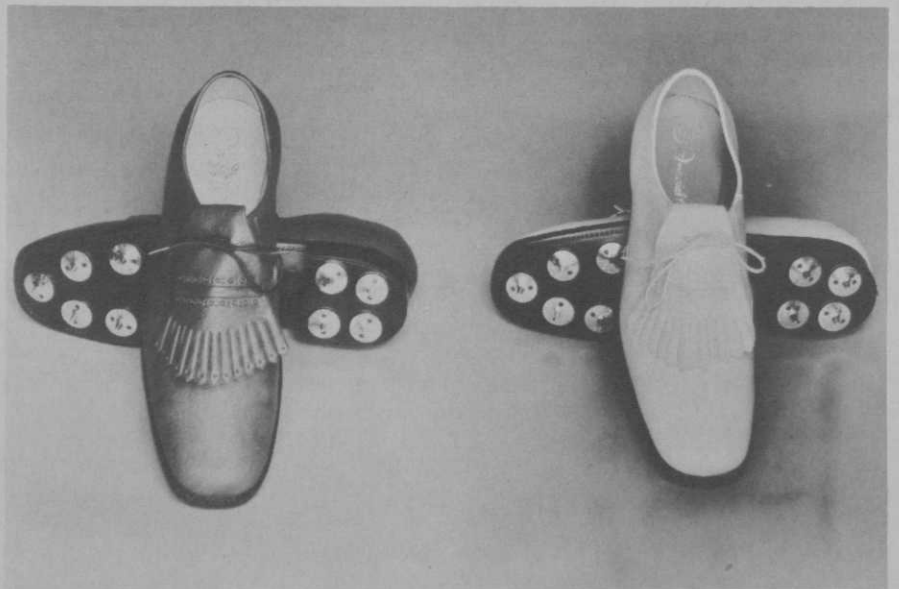


Silver King Div. Stevens-Lee Company, makes refrigerated milk and salad/lettuce dispensers in walnut-vinyl exteriors. One and two container milk dispensers available in the walnut grain finish include the Compact, Royal, Royal Special, Imperial and Imperial NSF models. Also available in the new finish is Model SK2SB Salad/Lettuce Crisper-Dispenser. All models are also available with stainless steel exteriors.

Circle No. 106 on reader service card

A new LevLer has been added to the existing line of **DriAll Driers, Inc.** This heavy-duty leveling tool has reversible and replaceable scraper blades as well as ripper teeth. The unit levels by cutting off and then carrying the excess soil for fill, eliminating windrows, depressions and ridges. A hydraulic cylinder is provided for precise leveling control. The unit is 7½ feet wide.

Circle No. 107 on reader service card



Mayflower-Medalist, Ltd., announces two new styles of modified square toe shoes now available for pro shops. The shoes feature full cushion sole, 100 per cent leather lining from heel to toe, fully vulcanized soles, crushed grain all white or soft chocolate brown and sizes 6½ to 12 with size 13 in D width. The shoe retails for approximately \$20.

Circle No. 108 on reader service card

John Deere & Company announces the new JD301 and JD401 tractors available in turf, loader and utility models. All units feature gasoline or diesel engines and have direct-drive transmission with eight forward and four reverse speeds. Special and allied equipment available for the two models include: power steering, power brakes, hydraulic direction reverser, differential lock, loader with 2,500-pound capacity, backhoe, forklift plus a wide selection of turf and utility tires.

Circle No. 109 on reader service card

A self-lowering, self-elevating hydraulic trailer has been introduced by **Magline, Inc.** The Trailevator is equipped with a mechanical-hydraulic system which lowers the trailer bed to ground level for easy loading, then lifts and locks into hauling position. The tailgate serves as a heavy-duty loading ramp as well as a secure box closure. The units have loading capacities ranging from 2,000 to 3,000 pounds.

Circle No. 110 on reader service card



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lishes so quickly that greens and tees can be playable in less than two months. In addition, Penncross's winter hardiness makes for great greens and tees even in the more northerly states.

For new or replacement greens and tees get Penncross. And forget about problems with your *Agrostis palustris*.

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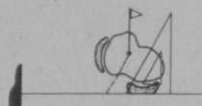
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WORKS
MANY
WONDERS**



tem was installed and a 4,000,000-gallon lake was built.

This lake, recharged from natural springs, not only provided the water needed to maintain the course, but enhanced the scenic beauty of the course.

Bidwell's attitude towards turf management also extends to his grounds crew which he inherited in 1965. Of his staff of 12, all of the living members of the original crew are still with him. In addition, he has five turf students on his staff during the summer giving them a "practical" education. He even has a dormitory on the course.

Perhaps the biggest change in Philadelphia CC was internal.

"He's not addressed as 'hey, greenskeeper' as are some superintendents by the members," says Poore, "but, as Mister Bidwell. The members hold him in their highest esteem because they know what he has done for the club. With the increase in inter-club tournaments, our course is continuously being compared to others by the visiting members. In turn, our members compare our club with visiting clubs. We are no longer reluctant to have anyone else see and play our club," Poore says. "On the other hand, we take great pride in showing off our course and the achievements of our superintendent."

Bidwell is one of the few remaining "rising up through the ranks" superintendents. His education comes from the school of "hard knocks." A recognized professional on turfgrass, as a youth he worked on a course and joined the GCSAA in 1934. He was president of the Midwest GCSA in 1964, a past director of the GCSAA and is a member of the Quarter Century Club.

Bidwell's philosophy towards his green committee and the membership emphasizes the communication and rapport which every superintendent should possess. "A professional golf course superintendent," he says, "is a man dedicated to his golf course. Golf course maintenance has never been, and never will be, an eight hour, five day a week job. A superintendent must devote his mental and physical energies to the growing season, sometimes working seven days a week. If he's not willing to make these sacrifices, then he's in the wrong business." □

agronomists seem to be in direct conflict with the requirements (and demands) of the game of golf. We read that root systems are best when grass is cut high, but the golfer wants the turf cut closely. Nitrogen seems to reduce root systems, but if we do not use nitrogen fairly liberally, we don't have thick turf and good green color. Root systems are restricted with frequent mowing, but how else can we maintain playable turf? What's a person to do? (Virginia)

A—Your questions will gain a lot of sympathy. Sometimes I feel that instead of research reports saying, "mowing bluegrass at one-half inch restricts root systems" the researcher might better have learned to say, "when mowed at one-half inch a bluegrass turf had the deepest root system when fertilized with N pounds of nitrogen, when irrigated R times a week at I intervals with Q quantities of water and when aerated at I-I intervals. The variety of bluegrass under these conditions had the heaviest root systems and tolerated high temperatures."

What I've tried to say is this: Place the different varieties of grasses under the precise conditions that are demanded by the game, then adjust management to determine which features are detrimental and which are favorable. The idea of setting the mowers high to grow grass is not what golfers want. This should not be construed to mean that we are critical of research work being done; it is just that we need better interpretation for actual playing conditions.

Q—*The proposed restrictions on mercury, cadmium, arsenic and other long-time friends of good turf are causing considerable concern. Will we have acceptable substitutes for controlling weeds, diseases and insects? Will they be available in time? Where do we look for relief? (Illinois)*

A—First, keep in close touch with your county agent and your turfgrass specialist from the state university. They keep in close touch with such developments, and if they don't know all the answers, they know where to get them. I am confident that the chemical industries will find acceptable, efficient, bio-degradable materials that will not add to pollution. □

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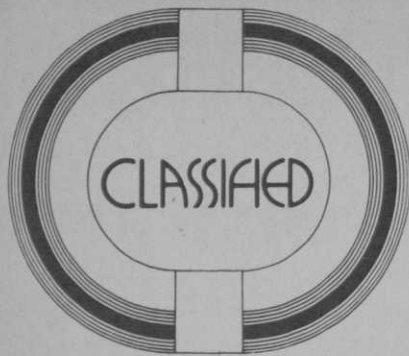
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PARK SUPERINTENDENT—Midwest, small city, good salary to qualified man. Facilities include swimming pool, picnic and playground areas, golf course, baseball fields. Write Box 912, c/o GOLFDOM.

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WANTED: GREEN SUPERINTEN-DENT: Experience with Bent Grass and full golf course program required. Give background and salary first letter. Wilton Evans, Gaston Country Club, Gastonia, North Carolina 28052.

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SUPERINTENDENT OR PRO/SUPER-INTENDENT, Class A, two years col-lege, seventeen years experience in all phases of course care, wants to re-locate. Write Box 901, c/o GOLFDOM.

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