Swinging Around Golf .............................. Herb Graffis 3
Why the Pro Has to Advertise ...................... Herb Graffis 31
On the Professional Side .......................... 34
Working Records .................................. Jack Haskett 38
All Don’t Share in Pro Bonanza ................... 42
Don’t Lift It If It Can Be Lowered ............... Joe Doan 46
Golfer Must Protect Self from Slipping .......... William Jabine 50
Renn Doesn’t Retreat As Kids Picket Course ..... 52
Operating Costs Outrun Revenue Gain .......... 54
Reserve for Emergencies ......................... Joe Doan 60
Sea Pines’ Changing Formula ...................... Kathleen L. Sloan 64
Water — Turf Culprit in ’64 ...................... C. G. Wilson 68
Spain’s Soto Grande ............................... O. J. Noer 74
Grau’s Answers .................................. Fred V. Grau 78
Moose Run Rolls with the Quake .................. 82
Tractor Maintenance — II ........................ 82F
Mangrum, Dudley in Hall of Fame ............... 84
Golf Business News ............................... 135