ARTICLES

30 A Menu for Off-season Profits by Jerry Marlatt
This club manager shows how he capitalizes on and promotes various winter events such as the Fifth Quarter, World Series, Election Night, etc.

34 This is the Work Week That Was by E. George Watmore
Examination of club policies on labor procedures is sorely needed today. Many clubs have their "heads buried in the memory of what used to be," says the author.

36 Pro's Corner by Frank Cardi and Joe Moresco
GOLFDOM launches this column for the club professionals with two Met PGA pros speaking against the 14-club limit. They feel strongly about raising it to 16.

38 Need Unusual Selling Ideas? Try These! by Don Curlee
Pro Howard Smith gets sales by any means he can—displaying posters with sale prices upside down, buying stock in quantity in order to get full markup, etc.

42 Your Guide for Ordering '69 Fashions by Barbi Zinner
Here is a guide for you to tear out and keep for reference. Ten points show how to avoid over-spending, over-ordering and ways to cash in on late trends.

44 Are You Course Maintenance $ Spent Wisely? by Dr. Marvin Ferguson
GOLFDOM's Agronomy consultant covers such questions as: should you hire a superintendent at $8,000 or $15,000; or have eight mowers 10 years or five replaced regularly.

50 The Copter: New Tool for the Super by Joe Doan
This is the space age and aerial spraying is here and gaining acceptance. Among factors off-setting its cost are: less time for course seal-off, cutting of manpower loss.

52 "The Dam is Leaking!" by Ken Emerson
The U.S. Dept. of Agriculture Soil Conservation Service unit gives aid to the superintendent. This brief case history relates how the unit gave help to a course that had flooding and other problems.

55 A Car for All Golfers by Mel Boldt

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8 GOLFDOM Speaks Out by Herb Graffis

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