**ARTICLES**

15  **Make It Your Business—It Is**  
GOLFDOM kicks off its convention coverage with an article on just how to attend an annual meeting.

19  **PGA Conference**  
The pro should be able to get around this year’s show much easier because it is closed to the public. As an aid to the pro, GOLFDOM presents an advance rundown of show products and an exhibitor list.

25  **GCSAA Conference**  
As with the PGA meeting, GOLFDOM gives a preview of some of the more interesting show products along with an exhibitors listing.

29  **CMAA: Profiling the Manager**  
Advance listing of the major events of each day of this five-day, 42nd annual meeting is reported. A highlight will be an attempt to profile the manager.

32  **Spring/Summer Fashion Forecast**  
by Barbi Zinner  
Our fashion editor tells what’s expected to be big sellers for the coming spring in the pro shop.

37  **Merchandising Makes the Difference!**  
A very routine item like golf gloves can be turned into a real volume and profit item with the right sales approach.

40  **New Golf Course: Money from the Drain**  
by Joe Doan  
The building of the Glen Ellyn municipal golf course not only solved this Illinois village’s need to enlarge its drainage system, but provided revenue.

45  **Food Makes the Club**  
by Frank Biancamano  
At Green Brook CC, N.J., manager Stanley Gray sees to it that the club’s food is on a par with the best.

51  **Solve Your Water Coverage Automatically**  
by John Hutton  
The author, superintendent at the Diplomat in Florida, relates how he solved his water needs with an automatic irrigation system.

62  **Architects Being Bulldozed?**  
by Stan Sousa  
A little known New York law makes it illegal for some 90 per cent of golf course architects to ply their trade in that state. Other states are considering similar legislation.

94  **Solving the Car Storage Problem**  
by John D. “Pat” Patterson  
Hidden Hills CC, Jacksonville, Fla., planned for maximum number of cars to be used ultimately—and the result is no tie-ups.

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by Herb Graffis

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by Ken Emerson

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by Dr. James B. Beard

76  **Grau’s Answers to Turf Questions**  
by Fred V. Grau

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