**Third Annual Marketing and Research Issue**

43 How the Economy is Taking its Toll

45 Superintendents

... cut back on expenditures for turf materials in 1970, but could not curtail the rising costs of labor

56 Managers

... are struggling to meet ever increasing operating expenditures and property taxes

64 Professionals

... were unable to overcome the general economic slump in 1970 and recorded a drop in sales in nearly all merchandise categories

70 Golf cars

... defied the current state of the economy and continued growing in numbers and rental revenues

**Departments**

41 Coming Events

73 News of the Industry

75 Classified

76 People in the news

78 Advertiser's Index

**Viewpoints**

13 Accent on Management ........................................... Ken Emerson

14 Swinging Around Golf ........................................... Herb Graffis

26 Grau's Answers to Turf Questions ............................. Fred V. Grau

31 Turfgrass Research Review ................................. Dr. James B. Beard

**Cover:** Designed by Martin Trossman

GOLFDOM, Incorporating GOLF BUSINESS, February, 1971. Published monthly January through October by UPD PUBLISHING Corp., a subsidiary of Universal Publishing & Distributing Corporation at New York, NY. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 45, No. 2. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior Vice President; A.H. Morse II, Vice President; Peter J. Abramson, Vice President; John Fry, Vice President; Mortimer Berkowitz Jr., Vice President; Robert Arns, Vice President; Robert Dorrin, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa 50302. The Company and its subsidiaries also publish SKI magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF Magazine, THE FAMILY HANDYMAN, HOME GARDEN, GALAXY Magazine, Worlds of IF, Award Books, Award House Books, Tandem Books, Newsletters and Modern Royale. Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates $4.00. Foreign $5.00 per year.