ARTICLES

A FIVE-YEAR CHALLENGE

PROFESSIONALS . . . gained substantially in major equipment sales; soft good sales reached five-year high

SUPERINTENDENTS . . . met rising labor costs by keeping the lid on turf material and maintenance equipment purchases

TENNIS . . . may prove to be the surprise income source for enterprising golf clubs and professionals

GOLF CARS . . . continue to be the fastest-growing source of income for golf clubs

CLUB MANAGERS . . . held down costs and made healthy gains in most income-producing areas

SPECIAL PRO SECTION

SWINGING AROUND GOLF /by herb gaffris

BACK IN THE SADDLE /by jean connion

MILL RIVER: THE LEAD TO FOLLOW the mill river plan is alive and well and living up to goldfond's expectations. a survey of top professionals, who have followed ray montgomery's lead, attest to the plan's growing momentum /by stephen w. byers

THE PROFESSIONAL APPROACH /by patrick d. williams

DEPARTMENTS

PEOPLE IN THE NEWS

NEWS OF THE INDUSTRY

CLASSIFIED

ADVERTISER'S INDEX

VIEWPOINTS

GRAU'S ANSWERS TO TURF QUESTIONS /by fred v. grau

TURFGRASS RESEARCH REVIEW /by dr. james b. beard