ARTICLES

INVESTMENT CASTING: PRO SHOP BOON? cast clubs offer the professional a whole new sales approach. while you are teaching your member how to swing, you can sell him clubs that will correct his mistakes during the learning process./by parker smith 29

PRO SHOP CANVAS: WHAT'S IN STOCK FOR '73? equipment innovations lead professionals across the nation to predict a boom year in '73. doubleknits dominate soft good sales; the classic look coming on strong./by don curlee, joe doan and stephen w. byers 42

TURF MATERIALS: ARE YOU BUYING ENOUGH? last year's excessive rain and flooding will create turf problems for many superintendents this year. purchases and personnel should be prepared to meet this extra burden./by dr. james b. beard 50

MAINTENANCE MATERIALS: PRICE AND SUPPLY TRENDS '73 no shortages of fungicides or insecticides seen; fertilizer prices hold steady; equipment trending to interchangeable units; seed supplies and prices seesaw./by fred v. grau 53

THE O. J. NOER TURF COLLECTION: A NEED FULFILLED 61

GCSAA CONFERENCE AND SHOW IN REVIEW it was a weak week for records in boston, as a record freeze failed to daunt a record attendance of exhibitors and superintendents, keen interest and good selling climate punctuated another successful conference and show./by stephen w. byers 64

GOLF CARS: THE "HOW" OF FLEET ACQUISITION the acquisition of a golf car fleet is a major financial step for any club, properly selected, financed and operated, it can generate cash for your club and convenience for your members./by wesley a. mcgee 68

FOOD PURCHASING: TOUGHER JOB AHEAD IN '73 washington food experts expect food costs to continue rising, managers will be forced to decide between price increases and menu cutbacks./by william loomis 81

AMERICAN WINES COMING OF AGE american winners have moved out from under the shadow of european generic names, they are calling their wines after the grape from which it is made, managers should be familiar with these varietals and change their wine lists accordingly./by robert scharff 84

SPECIAL PRO SECTION

THE PROFESSIONAL APPROACH./by patrick d. williams 40A

PGA SHOW IN REVIEW show notes./by vincent j. pastena fashion notes./by jean conlon 40C

A SUPER SABAYRAC SEMINAR the merchandising experts tell professionals how to zero in on the "downtown" competition./by roger ganem 40E

PRO SHOP BUYING WITH A METHOD how well you buy determines how much you net, a method makes buying easier./by patrick d. williams 40G

DEPARTMENTS

NEWS OF THE INDUSTRY 76 CLASSIFIED 95

NEW PRODUCTS 88 ADVERTISER'S INDEX 96

VIEWPOINTS

ACCENT ON MANAGEMENT./by ken emerson 7

GRAU'S ANSWERS TO TURF QUESTIONS./by fred v. grau 10

TURFGRASS RESEARCH REVIEW./by dr. james b. beard 14

SWINGING AROUND GOLF./by herb graffis 24