ARTICLES

THE PUBLIC COURSE "CRUNCH" 84 per cent of the golfers on 56 per cent of the courses is one of the surprising facts uncovered by an recent NGF study on public and municipal course facilities

WHAT MAKES A PGA PROFESSIONAL OF THE YEAR? warren smith believes in service above all / by jerry clausen

PRO ON THE WAY UP big ideas and a sure-fire formula for success have created a winning combination for roger maxwell

33 WAYS TO BOOST CLUB INCOME revenue-producing ideas that are inexpensive and effective / by john philip bachner

WHAT'S BEHIND THE SEED PRICE SITUATION? the author interlocks the pieces of the seed price puzzle / by fred b. lederboer

PROJECT '74: A BIT OF WILDERNESS ON THE COURSE golf courses make ideal sites on which to create wilderness acres / by fred v. grau

COMPUTER CHECKUP: PRESCRIPTION FOR SLOW PLAY? there is now a computerized golf course simulator designed to determine new, existing or renovated course capacity / by stephen w. byers

SPECIAL PRO SECTION

THE PROFESSIONAL APPROACH / by patrick d. williams

WINGS OF GOLF the traditional wing-tip golf shoe takes on new importance with the return to the classic look / by dick farley

MERCHANDISE AND MARKET TRENDS / by dick farley

PRO SHOP PROBLEM SOLVER

DEPARTMENTS

NEW PRODUCTS 59
NEWS OF THE INDUSTRY 60
CLASSIFIED 64
ADVERTISER'S INDEX 66
PEOPLE IN THE NEWS 66

VIEWPOINTS

TURFGRASS RESEARCH REVIEW / by dr. james b. beard
GRAU'S ANSWERS TO TURF QUESTIONS / by fred v. grau
SWinging AROUND GOLF / by herb graffis

cover designed by angelo marfisi; artwork by kam roberts, photograph by gregory apicella

GOLFDOM, incorporating GOLF BUSINESS; May. Published 10 times a year; monthly January through September, and November. Copyright © 1974. by Times Mirror Magazines Inc. Published simultaneously in Canada. Copyright under the International, Universal, and Pan-American copyright conventions. All rights reserved, including right of reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Sales Manager, Editorial and Advertising Office, 380 Madison Avenue, New York, N.Y. 10017. Address manuscripts and other editorial contributions to the Editorial Office. Unacceptable contributions will be returned if accompanied by sufficient first-class postage. Not responsible for lost manuscripts or other material. Controlled circulation postage paid at Effingham, Ill. Please send change of address notice to GOLFDOM Magazine, Service Department, 380 Madison Avenue, New York, N.Y. 10017. Members of Business Publications Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates $8 per year. Foreign $5 per year. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.