Contents

The old pro ................................................. 4

Idea file .................................................. 5

A golf superintendent .................. 10

News ...................................................... 11

FEATURES

Triple convention coverage
Previews of the PGA, GCSAA, and CMAA conventions and trade shows — including lists of exhibitors .................. 20

Take a swing at softgoods merchandising
Smart merchandising can perk up your pro shop profit picture in 1978 .................. 36

Spikeproof carpet: tailor-made for golf clubs
An interior designer lays down the latest developments in carpeting made specifically for pro shops and clubhouses .......................... 38

Aggressive approach revitalizes pro shop
How a new pro added new life and added income to a club’s pro shop operation .................. 43

A checklist for selecting golf cars
The important things you or your selection committee should consider before buying .................. 52

People .................................................... 17

Coming events ........................................ 18

Products ............................................... 56

Classified ............................................. 58

GOLF BUSINESS (formerly Golfdom), published monthly and copyright © 1978 by The Harvest Publishing Co., a subsidiary of Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be transmitted or reproduced in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Address: 9600 Detroit Ave., Cleveland, Ohio 44102. Subscriptions sent free to qualified management personnel at golf facilities. All others, including elected club officials: $18 per year in U.S. and Canada; foreign, $24 per year. Single copy price: $1.50. Send subscription requests and change of address notice to above address. Controlled circulation paid at Cleveland, Ohio.