A MEMO TO ADVERTISERS

Welcome to GOLFDOM'S second annual Marketing and Research issue... an issue which is fast becoming the single most important source of information of and for the industry anyone has yet developed.

And for a good reason. It satisfies a definite need. Two years ago, in the midst of the golf industry boom, this need was recognized by the publisher and editors of GOLFDOM and the decision was made to develop the information. This meant a not inconsiderable expense of creating, fulfilling, and compiling the results of 6,000 surveys to golf course superintendents, club managers, and club professionals, but we at GOLFDOM feel the results were worth the effort. The overwhelming response to that first annual marketing and research issue was, to say the least, gratifying. And we are equally gratified that it was GOLFDOM, the oldest and largest golf trade publication in the field, which brought the service to the industry.

February GOLFDOM had always been the issue between two special issues, January's pre-show and convention issue, and the March spring buying issue. Those days are over. The Marketing and Research information makes February one of the must issues of the year for advertisers who want to reach the key buying influences at the peak of their receptivity. We wish to thank you Mr. Advertiser for having sufficient knowledge of our industry to know a good purchase when you see one, to have the confidence in your judgement to act upon it, and thus to make this issue one of the most important in the year.

We sincerely hope you enjoy this February issue, and have the opportunity to refer to it throughout 1970.

CORDIALLY,

WARREN J. HEEG, JR.
ADVERTISING SALES MANAGER
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ARTICLES

SECOND ANNUAL MARKETING AND RESEARCH ISSUE

41 Finding Out Where Golf is Heading
Although the golf boom continues, it has become apparent that the industry is sorely in need of statistics upon which to gauge its future growth.

42 Superintendents
...spent more than ever before in 1969 and are likely to exceed their 1970 budgets for turf materials and labor.

56 Professionals
...fought back last summer's bad weather and sales lag to top record revenues made in 1968

62 Club Managers
...do a thriving business in food and liquor sales, but 1970 budgets show that they are still struggling with sharp increases in overhead and operating expenditures.

80 1970: The Year of the Golf Car
The number of golf cars continues to rise at courses throughout the country and sharper increases are predicted for next year.

48 Automatic Irrigation: Ask the Experts (Part One) .....the Editors and Fred V. Grau
Here is a fast, easy reference to the most frequently asked questions by superintendents about automatic irrigation.

84 Fashion Facts ..........................................................Jean Conlon
In '70 golf will become a fashion sport.

DEPARTMENTS

14 Letters to the Editor 87 People in the News 94 Advertiser’s Index
55 Coming Events 91 Classified
83 News of the Industry

VIEWPOINTS

19 Swinging Around Golf ...........................................Herb Graffis
26 Accent on Management .........................................Ken Emerson
32 Turfgrass Research Review ..................................Dr. James B. Beard
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Show — and sell — your club colors!

Now ETONIC, world's largest selling golf shoe, will embroider your own club crest or insignia in full color, on handsome black or white lace-in kilties.

Your cost, only $3.00 a pair. You sell them for $5.00 a pair. Minimum order, 20 pair. Quick delivery.

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“Play AstroTurf tees. They stay in championship condition all season.” says Julius Boros.

“I’m not one of those guys who goes around endorsing everything that comes his way. Especially when it comes to the game I love—golf. That’s why I’m so excited about the AstroTurf® tee.

“A tee’s condition can affect your game—no matter how good a golfer you are. And a heavily-used tee can look like a battleground.

“But the AstroTurf tee changes all that. I’ve given it the toughest workouts I could think of. But its tough nylon surface stands up to heavy tramplings—and keeps it in as perfect shape at the end of the day as it was at the beginning.

“Rain won’t hold up your game either, if greens and fairways aren’t awash. AstroTurf drains quickly. Snow won’t turn your tee into mud. And AstroTurf resists freezing. You can play earlier in the spring, and later in the fall.

“Since there’s no mowing, watering, seeding and feeding on an AstroTurf tee, you play right through—any time, any day.

“Best of all, you tee off where you want to. Of course, if you hook or slice, it’s hard to blame it on the tee. But then golf players are creative—we’ll think of something.

“Next time you throw your clubs in the trunk, head for a course with an AstroTurf tee. It will help your game. It is one of the most significant advances in recent golf course construction.”

For a list of installations near you, and information about where to buy AstroTurf, write: Monsanto Company, Dept. 330, 800 North Lindbergh Blvd., St. Louis, Missouri 63166.

Watch the Monsanto Open Saturday and Sunday, March 14 and 15. Check your newspaper for time and channel.

For more information circle number 234 on card.