A RECOGNITION OF COMMON INTERESTS

At an historic "summit" meeting this past fall, the professional and trade associations of the private club industry joined forces to work together at long last. And logically so, since so many of their problems and concerns are mutual. Calling themselves the Allied Association, representatives assembled from the Club Managers Assn. of America, Golf Course Superintendents Assn., National Assn. of Club Athletic Directors, the National Club Assn., National Golf Foundation, Professional Golfers' Assn. and the United States Golf Assn.

Of particular note to us is that this new group stands for the same principles that have motivated GOLFDOM's successful 44-year-old Horizontal Selling Approach, as indicated by our 40,000 subscribers consisting of owners, managers, pros, superintendents; etc: the key buying influences of the golf course complex. As they have so acknowledged, and as we have always realized, their interests intertwine. In pro shop operations, golf course operations and club house operations, there exists today, and will even more so in the future, an extensive overlapping of responsibility, authority and action—particularly in the buying area.

GOLFDOM has always been cognizant of the aforementioned as a result of the variety of buying titles in its 1,800 odd monthly reader service inquiries. The conception of the association only serves to reaffirm our convictions.

CORDIALLY,

WARREN J. HEEG, JR.
ADVERTISING SALES MANAGER
Now the Acushnet policy has a string attached.

The string attached to this new tag will appear on every piece of Acushnet equipment. It's a brief statement of our pro-only policy, in words that make sense to your customers. It will tell them what you and we have known all along: the golf course pro shop is where you find quality equipment, and that's the place where Acushnet belongs. It's designed to do something even more important—to bring more customers into your pro shop.

This is only one way we're telling your customers about our exclusive pro-only policy. Every Acushnet ad, in every important golfing and general consumer magazine, carries that same message. We want everyone who plays golf to know that it's important to buy their golf equipment from the best source: the golf course pro shop.

ACUSHNET SALES COMPANY
Sold thru golf course pro shops only
For more information circle number 131 on card
Take the pressure off your turf with Terra Tire low pressure tires

A fully loaded golf car with these flotation tires exerts only about eight pounds of pressure per square inch. Walking pressure under the heel of a shoe can be as much as 24 pounds per square inch. That's why you can cut down turf damage when you equip your golf cars with Goodyear's big, easy-rolling Terra Tire low pressure tires. They provide sure-footed traction, too, for stability on slopes and around traps.

Get all the facts on what Terra Tire low pressure tires can do for your course. Write Terra Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.
A Harley-Davidson gasoline golf car never speaks loudly. Or out of turn. Running, it’s quieter than a voice in normal conversation. And fifty percent quieter than any other gas car. When you want absolute silence, you get it.

And you get it fast. Just take your foot off the accelerator. All you hear is silence. There’s no distracting idling to cause you to lose the line on your thirty-foot putt. And no unnecessary revving to put up with. To start our gasoline car, just depress the accelerator. That’s all there is to it. Nothing else. Harley-Davidson gasoline golf cars. Harley-Davidson Motor Co. Inc., Milwaukee, Wisconsin.

Harley-Davidson
Our five favorite words.
After all, if it weren’t for Golf Professionals, no golfer could buy a Maxfli!
But that can’t happen.
Because Maxflis are “pro-only,” and they’ll always be.
All top line products for the golfer. The golfer who respects his professional. Depends on him for advice and encouragement.
And equipment.
Sold only through Golf Professionals.
Five beautiful words.

DUNLOP
Buffalo, N. Y. 14240
...Everywhere in the worlds of golf, tennis, and tires.

For more information circle number 150 on card
How much spikeproof carpet must be ordered for 100% customizing?
with Philadelphia's custom weaving.

We'll reproduce anything you or your designer dream up. Initials, emblems, special pattern . . . anything. In your colors, too. Or choose from our own designs (the industry's largest country club collection.) Also in your colors.

Our famous N282 quality. Most widely used in the U.S.A. for locker rooms, lounges, grills, pro shops. Woven to do a tough job . . . still fresh and sparkling after 17 hard years of spikes and tracked-in mud in actual installations. Beautiful and luxurious. Prevents or cushions falls, lowers noise volume, saves on maintenance.

Since 1846, the quality of elegance underfoot

Philadelphia Carpet Company
Allegheny Ave. & C St., Phila., Pa. 19134

Please send free sample of spikeproof carpet and brochure listing clubs using it.

SEND COUPON for free carpet sample, list of clubs using it

Philadelphia Carpet Company
Allegheny Ave. & C St., Phila., Pa. 19134

NAME

CLUB

ADDRESS

CITY STATE ZIP

Philadelphila Carpet Company
Weaving Division: Allegheny Ave. & C St., Phila., Pa. 19134
ARTICLES

44 The Delicate Art of Turfgrass Cultivation
James B. Beard

The methods of cultivation can bring new vitality to a course, but only if certain procedures are carefully followed.

48 Automatic Irrigation: Ask the Experts
the Editors and Fred V. Grau

GOLFDOM concludes its rundown on the most frequently asked questions about automatic irrigation and related equipment.

50 Superintendents: Try the Easy Way
Stan Metsker

A chain hoist on an overhead track is an essential item in running an efficient golf course maintenance shop.

52 Design for Sales
Ed Perrotte

"A place for everything that sells...everything that sells in its place," is one common sense rule that will help you get the most out of your pro shop set up.

58 Selling Apparel: One Woman's Approach
Irene Koennecker

Today, the well stocked pro shop should have an extensive women's golfwear department. Buying and selling to women require special handling, which is best done by another woman. says this highly successful merchandiser.

62 Paying the Architect: Commission or Fee?
Henry Cotton

Britain's Henry Cotton believes golf course architects should be rewarded for cost savings, not encouraged to spend more to inflate commissions.

65 Managers: Looking Beyond the Clubhouse
Jerry Marlatt

CMAA plans to broaden its educational program with seminars on agronomy, irrigation and pro shop operations. The aim of the program is to acquaint the manager with all aspects of a club's operation and the problems of other club administrators.

68 To Sauna or Not to Sauna
Michael V. Simko

One man's health craze may be another man's hangover-reliever; either way it spells s-a-u-n-a. Buying this new health heater may require less than you think.

DEPARTMENTS

13 Letters to the Editor
76 New Products
98 Classified

66 Favorite Dishes of Pros
86 People in the News
100 Advertiser's Index

72 News of the Industry
94 Coming Events

Cover: By Art Sudduth

VIEWPOINTS

15 Swinging Around Golf
Herb Graffis

21 Accent on Management
Ken Emerson

26 Turfgrass Research Review
Dr. James B. Beard

35 Grau's Answers to Turf Questions
Fred V. Grau

GOLFDOM, Incorporating GOLF BUSINESS, May, 1970. Published monthly January through October by Universal Publishing And Distributing Corp. at New York, N.Y. Executive Offices: 235 East Forty-fifth Street. New York, N.Y. 10017. Volume 44. No. 5. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior Vice President; A. H. Morse II, Vice President; Peter J. Abramson, Vice President; George Bauer, Vice President; John Fry, Vice President; Martha Bergewitz, Jr., Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © 1970 Universal Publishing and Distributing Corporation. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa 50302. The Company and its subsidiaries also publish SKI Magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF Magazine, THE FAMILY HANDYMAN, HOME GARDEN, GALAXY Magazine, Award Books, Award House Books, Tandem Books (United Kingdom), Universal Home Plan Books, Vocational Guidance Manuals, Management Information and Modes Royole Home catalogue. Members of Business Publication Auditors, Magazine Publishers Association and National Golf Foundation. Subscription rates $4.00, Foreign: $5.00 per year.
Tops in sales...
Club Sox
by Reliable of Milwaukee

fully washable
knit of 100%
Creslan Acrylic

These Club Sox aren’t just golfing partners. They’re business partners. Designed for instant sales—with style golfers go for. Come-on strong colors and springy long-lasting fit. Knit of Creslan acrylic, they’re fully lined to better protect a golfer’s woods. Great for golfers...for gifts...for prizes...from Reliable.
Creslan acrylic is a product of American Cyanamid Company, Wayne, N.J.
When we introduced the new Titleist golf clubs, we never expected such a stampede. It takes time to turn out clubs of this quality. The demand for them has been far greater than we expected, and there's no way we can speed up the handcrafting and the special care that go into these clubs. The woods have an exclusive brass-backed insert. It practically eliminates vibration when you hit a ball. You'll notice a more positive, sweeter feel, and more power at impact. The irons are perfectly balanced to add more accuracy to your game. Their square-toe design makes it easy to align the blade at right angles to the line of flight. Naturally, we put everything into them. Improving your golf game is our business. If you order these clubs now, we'll deliver as soon as possible. And remember: like all Acushnet equipment, these clubs are sold through golf course pro shops only.
the handy GREENSKEEPER takes the work out of keeping your greens in good shape!

These unretouched photos show a few taps with the GREENSKEEPER erases ball marks completely. Let the putt roll true into the cup.

If you’re tired of watching those course maintenance bills mount, tired of the old fashioned, back-breaking effort, try the GREENSKEEPER. It will erase ball marks and dimples fast while standing up or while you’re playing the course or resetting the cup. The drawings above show how simple, yet effective the GREENSKEEPER replaces the divots in the turf.

Position the lightweight, rugged GREENSKEEPER over the ball mark. A gentle pressure on the handle forces the steel teeth into the ground around the mark, raises the earth beneath it and fills the dimple. A tap or two and the green is level and unscarred . . . . ready for perfect putting. This quick, yet simple method of repairing greens will save you plenty of time and money.

GREENSKEEPER No. 27200 Wt. 4 Lbs. Packed 1/Carton

STANDARD MFG. CO.
220 East Fourth Street
CEDAR FALLS, IOWA 50613
Phone 319/266-2638

GUARANTEE
We guarantee complete satisfaction on the GREENSKEEPER or we refund your money in full.