

ARTICLES

- 15 Make It Your Business—It Is**
GOLFDOM kicks off its convention coverage with an article on just how to attend an annual meeting.
- 19 PGA Conference**
The pro should be able to get around this year's show much easier because it is closed to the public. As an aid to the pro, GOLFDOM presents an advance run-down of show products and an exhibitor list.
- 25 GCSAA Conference**
As with the PGA meeting, GOLFDOM gives a preview of some of the more interesting show products along with an exhibitors listing.
- 29 CMAA: Profiling the Manager**
Advance listing of the major events of each day of this five-day, 42nd annual meeting is reported. A highlight will be an attempt to profile the manager.
- 32 Spring/Summer Fashion Forecast** *by Barbi Zinner*
Our fashion editor tells what's expected to be big sellers for the coming spring in the pro shop.
- 37 Merchandising Makes the Difference!**
A very routine item like golf gloves can be turned into a real volume and profit item with the right sales approach.
- 40 New Golf Course: Money from the Drain** *by Joe Doan*
The building of the Glen Ellyn municipal golf course not only solved this Illinois village's need to enlarge its drainage system, but provided revenue.
- 45 Food Makes the Club** *by Frank Biancamano*
At Green Brook CC, N.J., manager Stanley Gray sees to it that the club's food is on a par with the best.
- 51 Solve Your Water Coverage Automatically** *by John Hutton*
The author, superintendent at the Diplomat in Florida, relates how he solved his water needs with an automatic irrigation system.
- 62 Architects Being Bulldozed?** *by Stan Sousa*
A little known New York law makes it illegal for some 90 per cent of golf course architects to ply their trade in that state. Other states are considering similar legislation.
- 94 Solving the Car Storage Problem** *by John D. "Pat" Patterson*
Hidden Hills CC, Jacksonville, Fla., planned for maximum number of cars to be used ultimately—and the result is no tie-ups.



DEPARTMENTS

- 8 GOLFDOM Speaks Out**
10 Letters to the Editor
100 News of the Industry
102 People in the News
103 Coming Events
111 Classified Advertising
114 Advertising Index

VIEWPOINTS

- 13 Swinging Around Golf** *by Herb Graffis*
47 Accent on Management *by Ken Emerson*
68 Turfgrass Research Review *by Dr. James B. Beard*
76 Grau's Answers to Turf Questions *by Fred V. Grau*

Cover: Photographed by Art Porta at William Kroemer & Sons

GOLFDOM, Incorporating GOLF BUSINESS, Oct./Nov., 1968. 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 42, No. 10, 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; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright 1968 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 also publishes: Golf, The Family Handyman, Ski, Ski Business, Ski Area Management, Vocational Guidance Manuals, Universal Home Plan Books, Nova Books and Award Books. Members of Business Publication Audits, Magazines Publishers Association and National Golf Foundation. Subscription rates Domestic \$3.00, foreign, \$4.00 per year.

