

A GOLF MAGAZINE PUBLICATION
GOLFDOM
INCORPORATING GOLF BUSINESS

VOL. 43 No. 3

MARCH, 1969

ARTICLES

18 Kaleidoscopic Sands

By Art Spander

Come April, there you are on the first tee, surrounded by blue sky, green grass, budding trees, gentle winds, and to add the touch supreme—red bunkers

21 You Were There . . . What Does It Mean?

By Herb Graffis

32 Golfwear Forecast White on White

By Barbi Zinner

Textured fabrics make white come alive: a new look on the nation's courses

37 PGA Show Hints at Fashion Trends

Western pockets, disguised culottes, textured fabrics and thin stripes attract attention in 1969 lines

44 Wife in the Pro Shop? You Bet!

Pros agree it's a definite asset to have a woman in the shop, but it's more than just an asset when that woman is the pro's wife

54 Summer Help Wanted

By Joe Doan

63 Carpet Magic for the Club

Buying Carpets represents a major expense, which could become a major headache if proper selection is ignored

64 Consider the Lowly Duck

Duck adds sophistication and subtlety to your menu—and it's not at all hard to prepare . . .

78 Curse of the Snowmobile

By Gerry Finn

Sound like a Grade-B horror film? The beast can bring in customers, but the dilemma is, at what cost to the condition of the course?



DEPARTMENTS

- 7 Letters to the Editor
- 90 Coming Events
- 67 News of the Industry
- 95 New Products
- 116 Classified
- 118 Advertising Index

VIEWPOINTS

- 16 Swinging Around Golf *By Herb Graffis*
- 35 Grau's Answers to Turf Questions *By Fred V. Grau*
- 74 Turfgrass Research Review *By Dr. James B. Beard*



GOLFDOM, Incorporating GOLF BUSINESS, March, 1969. 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 43, No. 3, 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 © 1969 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 HANDY-MAN, HOME GARDEN, Award Books, Award House Books, Tandem Books (United Kingdom), Universal Home Plan Books, Vocational Guidance Manuals, Management Information and Modes Royale Home Catalogue. Members of Business Publication Audits, Magazines Publishers Association and National Golf Foundation. Subscription rates Domestic \$3.00, Foreign, \$4.00 per year.

