GOLFDOM

INCORPORATING GOLF BUSINESS

Upd A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION FAMILY OF SPECIAL INTEREST MAGAZINES.

VOL. 45 NO.4

APRIL, 1971

Articles

To help ease the labor shortage as well as control inflationary budgets, superintendent Al DePorter began a unique practice; he hired a greens crew whose average age was 69 years old

Convention Flashback:

- 50 GCSAA
- 63 NCA
- 65 CMAA
- 53 What's Behind Nader's Attack on Golf?the Editors of GOLF Magazine

The consumer's champion has attacked tax concessions aimed at encouraging country clubs to preserve open lands in heavily populated areas. Thus emerges a battle over ecology and discrimination which will affect golf clubs for years

58 The Profit-Centered Pro Shop (Part 2) — Who is the Competition?

GOLFDOM's panel of experts gives its views on another controversial aspect of pro shop merchandising

Departments

- 31 Coming Events
- 32 News of the Industry
- 38 People in the News
- 68 New Products
- 69 Classified
- 72 Advertiser's Index

Viewpoints

- 10 Accent on ManagementKen Emerson
- 12 Swinging Around GolfHerb Graffis
- 26 Grau's Answers to Turf QuestionsFred V. Grau

Cover

Illustrated by Albert Alexander







GOLFDOM. Incorporating GOLF BUSINESS, April, 1971. Published monthly January through October by UPD Publishing Corp., a subsidiary of Universal Publishing & Distributing Corporation at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017, Volume 45, No. 4. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Mortton Waters, Vice President; David Rowan, Senior Vice President; A.H. Morse II. Vice President; Peter J. Abramson, Vice President; John Fry. Vice President; Mortton Peter J. Abramson, Vice President; Dorothy W. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. 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, Worlds of IF, Award Books, Award House Books, Tandern Books, Newsletters and Modes Royale, Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$4.00.