


GOLFDOM

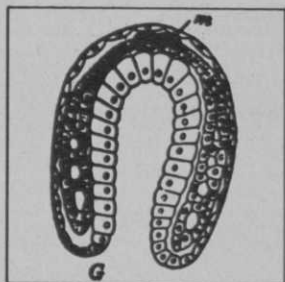
INCORPORATING GOLF BUSINESS

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

VOL. 45 NO. 8

AUGUST, 1971

Articles



- 30 A Case of Success and Failure** **Gene O'Brien**
The author chronicles the history of two country clubs—one successful, one a failure—and explores the vital decisions that were made in each case
- 32 Turning a Problem into an Asset** **Bill Smart**
Rather than view the existence of earthworms on his course as a problem, the author decided to investigate their possible advantages—and found many
- 36 The Superintendent: Past, Present and Future** **Jerry A. Olson**
Richard Blake, GCSAA president, discusses with GOLFDOM chemical bans, certification, the superintendent's image and the future role the superintendent must play to decide his destiny
- 42 Privately-owned Golf Cars: Are They Allowed on the Course?** **the Editors**
Although about 25 per cent of the clubs surveyed allow privately-owned cars on their courses, more than half of these plan to discontinue the policy
- 44 Mill River Revisited** **Vincent J. Pastena**
Ray Montgomery's unique pricing plan has withstood the test of time. Not only is it a complete success, but the idea has spread to other clubs
- 47 A Letter to GOLFDOM: The State of the Pro Shop Market**
An Acushnet executive candidly discusses the pro shop in relation to its "downtown" competition

Departments



- 8 Letters**
- 26 Coming Events**
- 52 News of the Industry**
- 55 New Products**
- 56 Classified**
- 58 Advertiser's Index**

Viewpoints

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

GOLFDOM, Incorporating GOLF BUSINESS, August, 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. 8. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Senior Vice President; David Rowan, Senior Vice President; Mortimer Berkowitz, Jr., Senior Vice President; John Fry, Senior Vice President; A.H. Morse II, Vice President; Peter J. Abramson, Vice President; Robert Arrix, Vice President; Robert Dorin, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. 1971. 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 2899, Boulder, Colo. 80301. The Company and its subsidiaries also publish SKI Magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF Magazine, THE FAMILY HANDYMAN, HOME GARDEN, GALAXY Magazine, Worlds of IF, Award Books, Award House Books, Tandem Books, Newsletters and Modes Royale Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$4.00. Foreign \$5.00 per year.