

VOL. 46, NO. 9 SEPTEMBER 1972 INCORPORATING GOLF BUSINESS UP A PUBLICATION IN THE UNIVERSAL PUBLISHING CORPORATION FAMILY OF SPECIAL INTEREST MAGAZINES

## **ARTICLES**

OUT OF THE RED AND INTO THE BLACK a change in management turned a ti- nancially unsuccessful golf course and country club into a profitable multi-million dollar recreational and residential community/by jerry a. olson	_ 18
A REGIONAL ROUNDUP: HOW ARE PROS FARING IN '72? rain wiped out pro shop sales in the northeast; midwestern shops fared only slightly better. sales volume increases reported at western and southern shops. unanimous from all sections: discount and retail store competition stiffening/by don curlee, joe doan, gerry finn	_ 23
ON TOP OF THE GOLFWEAR MARKET profiles of five women who command high-ranking posts in the golf apparel industry/by jean conlon	_ 32
GOLF CLUBS '73 AT A GLANCE golfdom previews what the major golf equipment manufacturers will be offering in '73	_ 35
<b>SAFETY AND HEALTH ACT: ARE YOU LIVING UP TO THE LAW?</b> the pro shop and the clubhouse must comply with occupational safety and health act standards to avoid penalties, even though these standards will be continuously revised or changed/by jack janetatos and ken emerson	_ 49
<b>SOIL TESTING: PROTECT YOUR GREENS INVESTMENT</b> considering that \$10,000 may be invested in one green, a superintendent should know enough about soils testing to realize its value/by judith stewart	_ 57
<b>SOILS FOR GREENS: THE PENDULUM SWINGS:</b> after two decades, the consensus concerning putting green soil has shifted to an advocacy of 100 per cent sand, but despite the available data, the facts have not been fitted together to formulate a construction procedure better than usga specifications/by dr. marvin ferguson	61
VIEWPOINTS	
SWINGING AROUND GOLF/by herb graffis	_ 8
GRAU'S ANSWERS TO TURF QUESTIONS /by fred v. grau	14

GOLFDOM, Incorporating GOLF BUSINESS, September 1972. 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 46, No. 9. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Morton Waters, Senior Vice President; Dovid Rowan, Senior Vice President; Mortimer Berkowitz Jr., Senior Vice President; Polity Published Simultaneously in Canada. Copyright Overlands of President; Robert Arix, Vice President; Robert Darin, Vice President; Edward Hughes, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. 1972. 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 poid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, 155 Allen Blvd., Farmingdale, N.Y. 11735. The Company and its subsidiaries also publish SXI Magazine, SXI BUSINESS, SXI AREA MANAGEMENT, GOLF MAGAZINE, THE FAMILY HANDYMAN, NATURAL GARDENING, GALAXY Magazine, Worlds of IF, Award Books, Award House Books, Tandem Books, Newsletters and Modes Royale. Members of Business Publication and National Galf Foundations. Subscription rates \$4.00. Foreign \$5.00 per year. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.

