

GOLFDOM

THE BUSINESS MAGAZINE OF GOLF

VOL. 48, NO. 8, AUGUST 1974, INCORPORATING GOLF BUSINESS

COVER STORY

Golf cars rest on a custom-made rack designed by Cleveland, Ohio equipment dealer, Paul Myers. The front section of the car is supported under the frame while the rear wheels rest on special holders. This unique arrangement allows a forklift to pick cars off the rack, and eliminate the use of pallets. The rack is constructed of Republic's standard rack steel in 12-foot sections. Each section has a capacity of 12 cars and Myers estimates the cost of the rack at \$10 per car. His golf car leasing business includes about 900 cars which his company picks up and services weekly. An eight-man maintenance crew handles the service and repair duties. The four-tier storage system not only maximizes use of warehouse area but can be easily dismantled and moved to different locations.

ARTICLES

SO FAR IN '74 It's not the best of years, golf businessmen say, but it's not the worst. For a report on the state of golf business so far in 1974, GOLFDOM surveyed and interviewed club managers, professionals and superintendents around the country. The report is an 11-page special section _____ **9**

NEW TREES FOR COURSES In the spotlight are new varieties showing promise in the 8-year-old evaluation project at The Ohio Agricultural Research and Development Center/by P. C. Kozel _____ **19**

MERCHANDISING: PRO'S PROGRESS A leading expert on distribution to the pro shop, Charles Newton, lays it on the line: "the successful professional is interested in his community and its people, he puts in extra time, and has imagination and interest in his shop. Interview/by Jerry Claussen _____ **22**

PROMOTION EQUALS SALES Move merchandise through promotion is the theme of this highly level-handed article/by Parker Smith _____ **24**

IMPRESSIONS ARE LASTING At Toftrees Country Club and Lodge, the drive up to this revolutionary design may just stay with you as a lasting image for years/by John Philip Bachner _____ **26**

OLD SUITS THE NEW It's really nostalgia, that certain something which can work into your renovation plans. The old bubbling stream, a swamp, a hill, a canal are as important to the scheme of "modernization" as the new ideas/by Douglas Lutz _____ **32**

SANITARY LANDFILL An alternative permits disposition of waste and creation of viable recreational land sites at the same time/by Buddie Johnson _____ **35**

IS TOPSOIL NECESSARY?/by Dr. Ralph Engel _____ **37**

THE FINE FESCUES A story of the noteworthy fescues which persist in dry shade under trees and on acidic or poor soils _____ **38**

THE NEW SUPERINTENDENT Its not a new type of man, really, it's just an important new wave in image which has been sweeping the business/by Rick Sawyer _____ **42**

DEPARTMENTS

SWINGING AROUND GOLF _____	4	CLASSIFIEDS _____	64
COMING EVENTS _____	47	BUYERS GUIDE _____	65
NEWS OF THE INDUSTRY _____	54	ADVERTISERS INDEX _____	66
NEW PRODUCTS _____	61	PEOPLE IN THE NEWS _____	66

GOLFDOM, Incorporating GOLF BUSINESS; August. Published 10 times a year; monthly January through September, and November. Copyright© 1974, by The Harvest Publishing Company. Printed in the U.S.A. For advertising rates, apply to Advertising Sales Manager. Editorial and Advertising offices, 9800 Detroit Avenue, Cleveland, Ohio 44102. Address manuscripts and other editorial contributions to the Editorial Office. Unacceptable contributions will be returned if accompanied by sufficient first-class postage. Not responsible for lost manuscripts or other material. Application pending for controlled circulation postage to be paid at Cleveland, Ohio. Please send change of address notice to GOLFDOM Magazine, 9800 Detroit Avenue, Cleveland, Ohio 44102. Subscription rates \$7 per year U.S. and Canada. Foreign \$10 per year. Single copy price: \$1.00 for current and all back issues. Foreign \$1.50. 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.

BPA Membership Applied For