



VOL. 48, NO. 1, JANUARY, 1974, INCORPORATING GOLF BUSINESS  
**TIMES MIRROR** A PUBLICATION IN THE TIMES MIRROR COMPANY'S FAMILY OF SPECIAL INTEREST MAGAZINES

### ARTICLES

PGA MERCHANDISE SHOW / by dick farley	27
PGA SHOW PRODUCT HIGHLIGHTS	33
WHAT TO DO AND SEE IN PORT ST. LUCIE / by dick lundin	49
PGA SHOW: WHERE PROS GO WRONG / by ernie sabayrac	51
WHAT IS THE COMPETITION BUYING? / by stephen w. byers	53
GCSAA CONFERENCE AND SHOW / by fred v. grau	55
GCSAA SHOW PRODUCT HIGHLIGHTS	59
WHAT TO DO AND SEE IN ANAHEIM	67
PENSION PLANS: THE INDUSTRY'S SHAME / by fred v. grau	71
CMAA ANNUAL MEETING / by beverly foster	77
WHAT TO DO AND SEE IN NEW ORLEANS	78

### SPECIAL PRO SECTION

HIGHLIGHTING THE PGA ANNUAL MEETING / by vincent j. pastena	42A
THE PROFESSIONAL APPROACH / by patrick d. williams	42B
PRO SHOP PROBLEM SOLVER	42D
WHAT ARE THE PROS BUYING FOR '74? EAST / by stephen w. byers;	
CENTRAL / by bill nichols; WEST / by don curlee	42F
THE PROFIT PRO SHOP / by chuck cumming	42N

### VIEWPOINTS

ACCENT ON MANAGEMENT / by ken emerson	9
SWINGING AROUND GOLF / by herb graffis	10
GRAU'S ANSWERS TO TURF QUESTIONS / by fred v. grau	18
TURFGRASS RESEARCH REVIEW / by dr. james b. beard	24

### DEPARTMENTS

COMING EVENTS	17	BUYER'S SERVICE	89
NEWS OF THE INDUSTRY	83	ADVERTISER'S INDEX	90
CLASSIFIED	88	PEOPLE IN THE NEWS	90

cover designed by angelo marfisi

GOLFDOM, Incorporating GOLF BUSINESS; January. Published 10 times a year; monthly January through September, and November. Copyright© 1974, by Times Mirror Magazines, Inc. Published simultaneously in Canada. Copyright under the International, Universal, and Pan-American copyright conventions. All rights reserved, including right of reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Sales Manager. Editorial and Advertising offices, 380 Madison Avenue, New York, N.Y. 10017. 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. Controlled circulation postage paid at Effingham, Ill. Please send change of address notice to GOLFDOM Magazine, Service Department, 380 Madison Avenue, New York, N.Y. 10017. Members of Business Publications Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$5 per year. Foreign \$6 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.

