

GOLFDOM

THE BUSINESS MAGAZINE OF GOLF

VOL. 48, NO. 9, SEPTEMBER-OCTOBER 1974, INCORPORATING GOLF BUSINESS

COVER STORY

Marillynn Smith, LPGA touring professional, demonstrates and Bob Toski, PGA professional and noted educator, moderates during a recent National Golf Foundation Seminar at Ohio's Hueston Woods Golf Course. This particular session dealt with the fine points of distinguishing between form and style as Foundation consultants met for a type of graduate school of golf teaching. See the story which begins on page 9 of this issue.

ARTICLES

TEACHING GOLF TEACHERS In a five-year program, the National Golf Foundation hopes to reach 30,000 golf teachers. The vehicle: seminars conducted by NGF consultants. **9**

FASHION PREVIEW '75 A look at the market for the coming year, as GOLFDOM surveys the industry and offers thoughts by softgoods executives. The report is a six-page special section with fashion pictures. **12**

'OUR SALES EDGE — FOLLOW THROUGH' Cleveland pro shop offers personal approach to merchandising. **24**

IMPULSE BUYING A pair of California brothers show how smart pro shop operators can influence buying by their customers and emphasize it shouldn't be left to chance. **28**

ASK THE SUPERINTENDENT The case for including the superintendent in the planning stages of course design/by Conrad Scheetz. **31**

PROFIT PLANS THAT WORK Four case histories that blueprint varied paths to success for the profit-oriented club/ by Harry Eckhoff. **32**

CONDOMINIUMS, PAR 61, AND PROFIT An Oregon course cashes in on increasing land values, by selling acreage, shrinking and upgrading remainder/by Joe Much. **38**

TURFGRASS RESEARCH: A MANAGEMENT TOOL A review of the superintendent's responsibilities in translating scientific research to the practical job of keeping his course in good shape/by Robert Ferguson. **40**

DEPARTMENTS

SWINGING AROUND GOLF	4	CLASSIFIEDS	64
COMING EVENTS	26	BUYERS GUIDE	65
NEWS OF THE INDUSTRY	46	PEOPLE IN THE NEWS	66
NEW PRODUCTS	57	ADVERTISERS INDEX	66

GOLFDOM, Incorporating GOLF BUSINESS; Sept.-Oct. Published 10 times a year; monthly January through August and combination issues in September-October and November-December. Copyright© 1974, by The Harvest Publishing Company, a subsidiary of Harcourt Brace Jovanovich, Inc. 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