

GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 49, No. 3, MARCH 1975, INCORPORATING GOLF BUSINESS

ON THE COVER

Situated on the quiet south side of Akron, Ohio, Firestone Country Club has stood since 1929 as a symbol and showcase of the corporate side of golf business. This August, the club will be the first course ever in tour history to host the PGA Championship for the third time. Firestone has strived to continually better and improve its layout over the years. Noted architect Robert Trent Jones redesigned the rugged South Course in 1960, pushing the total yardage to 7,180 from 6,585 and clipping two strokes off the old par of 72. While Jones redesigned the course for the 1960 PGA tourney, the original clubhouse burnt to the ground, necessitating a complete reconstruction of the structure, which is seen on the cover. The occurrence of the PGA Championship this summer will directly coincide with the Firestone Company's 75th Anniversary in business.

ARTICLES

THE COMPANY COURSE Over 150 of America's courses are owned and operated by corporations. Probably the most well-known of this type of operation is the Firestone Country Club in Akron. Viewed as an extension of the public relations arm of the company, the club is a financial asset with a high return on investment. GOLFDOM editors interviewed Firestone officials to grasp the company course idea. A complete list of the nation's corporate operations is included _____ **10**

WHITEWALLS, WHEELCOVERS & WOODS This winter rebates were one answer to a tight economy. Caught up in the auto industry atmosphere, a Detroit club manufacturer took a cue from the Big Four and started a rebate plan of his own _____ **17**

THE CHANGING OF THE GUARD Today's superintendent is better qualified, more talented, more articulate, more efficient and produces better results than ever before. But Midwest superintendent Robert M. Williams says clubs can not afford to pay today's superintendent what he's worth _____ **18**

NEW DEAL IN ORLANDO Crammed with action, crowded with pros, the 1975 PGA Merchandise Show was a memorable one for both buyers and sellers. GOLFDOM'S staff was there in force to cover the largest event ever and bring back the flavor of the Florida show. A complete six-page picture story is included _____ **20**

SUPERINTENDENTS TALK BUSINESS Although total attendance was down from last year, the number of superintendents that attended this year's GCSAA turf show in New Orleans was up. Education sessions were well attended and the equipment display was one of the most complete ever. GOLFDOM's show report includes a full picture review of the show from beginning to end _____ **32**

ROUND ONE TO GOLF CITY After four months of trial, the Golf City "Pro-only" suit has been decided in a New Orleans Federal Court. In an exclusive interview with GOLFDOM, the principals in the case tell their stories and analysis the effect the case and its future will have on the pro, the industry and the consumer _____ **40**

DEPARTMENTS

SWINGING AROUND GOLF _____	4	CLASSIFIEDS _____	62
COMING EVENTS _____	19	ARCHITECTS _____	65
NEW PRODUCTS _____	44	PEOPLE IN THE NEWS _____	66
NEWS _____	48	ADVERTISERS INDEX _____	66

GOLFDOM, Incorporating GOLF BUSINESS; Published 10 times a year; monthly January through August and combination issues in September-October and November-December. Copyright © 1975, 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. Controlled circulation postage 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