

GOLFDOM

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ARTICLES

ON THE COVER

This month marks the second club repair feature by Ralph Maltby for GOLFDOM. The author of the book, *Golf Club Design, Fitting, Alteration & Repair*, will be doing several articles on repair in future issues. A graduate of the University of South Florida, Maltby majored in marketing in college, but gained enough credits to qualify himself as an engineer. He joined Spalding in 1969 as a product engineer. While there he developed the popular Top-Flight Dynertial wood. He joined Faultless in 1973 as director of marketing. To this day, he still maintains his own repair shop.

PRO CREDIT: ARE YOU A BAD RISK? In a concise report, GOLFDOM surveys the industry to get the atmosphere surrounding credit questions for the pro in '75. Twenty percent of the nation's pro accounts are over 90 days. Some manufacturers' credit managers say the situation is the worst they have seen. Must reading for the pro _____ **13**

CLUB REPAIR: EXPAND AND PROFIT There's money in repair. Expert Ralph Maltby analyzes and explains the way to more profits through expanded service in the shop. Better service to your membership and more money in the cash register through this largely untapped business. Maltby also examines how the problems of the swing might start with the club _____ **18**

HAVE YOU CREATED A MAINTENANCE MONSTER? Midwest superintendent Paul Voykin feels his profession has been short-changed by the economy in more ways than one. Labor staffs have been reduced. Machinery parts are more expensive and less durable, he says. Equipment and supplies are more costly every year and deliveries are slow. But all the time without any let-up in sight, the demand for agronomic perfection keeps hammering away at superintendents. And this constant pressure on grooming has increased budgets to alarming proportions. Voykin contends that if superintendents did less grooming, country clubs could save money and have a more challenging golf course in the bargain _____ **22**

MANAGERS TAKE A LONG RANGE LOOK When John Simmons of Tacoma Country and Golf Club in Washington took the president's gavel of the Club Managers Association of America from Peter D'Angelo at the annual meeting in Vancouver earlier this year, it did not take him long to dig right in and begin working at his new job. He has said it is a good time for club managers to sit back and evaluate trends and procedures that have become standard over the years, and appointed a long range planning committee to see where managers will be in 10 years. The CMAA is in for a productive year with the English-born Simmons at the helm _____ **24**

DEPENDABLE UNDER STRESS When *Poa annua* and goosegrass get a foothold, George Thompson says a superintendent gets desperate and is willing to try anything. In his 11 years at Columbia Country Club in Chevy Chase, Maryland, he has tried just about everything. He presents a case for a planned fairway program and the new perennial ryegrasses, which he says germinate faster, eventually overwhelm *Poa* and are more dependable under stress periods _____ **28**

STOCKED TO THE RAFTERS With a standing inventory of around \$400,000, West Hills pro shop in suburban Pittsburgh has come from an idea to a \$1-million operation in 14 years. Utilizing five crammed buildings for storage, including their own homes, the Evanko family has made a lot of hard work pay off in the cash register _____ **30**

DEPARTMENTS

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