GOLFDOM

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ON THE COVER

There is no mistaking the colorful golf slacks and stylish shoes that have established themselves with country club members solidly in the past 10 to 15 years. The upsurge in apparel specifically for golfers has paralleled the fashion-consciousness of the American male in the late '60s and early '70s and not surprisingly, the advent of televised golf matches every weekend on color televisions across the land. The country club pro has grown right along with the soft goods boom, progressing from a golfer interested only in his game and the games of his members, to a full-fledged merchandiser who can fit his members with fashion as well as with clubs. Not all club pros are as successful as they could be in soft goods, but there is no doubt the market is there for the ones willing to work at it.

ARTICLES

'76 CAR REPORT Fifteen companies comprise this season's competition for the country club golf car dollar. In its annual report, GOLFDOM gives all the specifications and prices for the new models. A four-page closeup tells you everything you should know about the market — 11

THE SOFT GOODS RAINBOW Golf apparel sales can make or break the pro. For some, it provides additional sales and handsome profits that can provide him and his family with a comfortable lifestyle. For others, it proves to be an elusive guessing game they never quite figure out. Comments from pros, manufacturers and sales representatives are included in this GOLFDOM report on a $60-million market — 16

BUILT FOR MAINTENANCE Irwin Hearsh, manager of Rancho California golf resort in Temecula, Calif. has a theory about building a golf course that should make a lot of superintendents smile. He thinks the superintendent should be hired and included in all plans from day one. He put his theory into effect at Rancho California, and the result has been a very maintainable course — 22

INSURANCE: IS YOUR COURSE REALLY COVERED? So many things can happen on the grounds of a golf course. The average owner and his staff must wonder what they are liable for and if they have the coverage to take care of all eventualities. GOLFDOM looks at some of the problems with insurance and offers a blanket solution — 28

ESTABLISHING A NEW FAIRWAY Superintendent Carl Beer at Mission Hills Country Club in Kansas City, Kan. initiated a zoysia sprigging program on his fairways but had trouble with Poa annua competing and not allowing the zoysia to fill. Paraquat was his answer — 30

BRING BACK YOUR BUFFET With the advent of dieting and the quest for the trimmer waistline, light eating at the club has become a reality. The buffet had become a thing of the past. There is a way to relight the appetites of your members. A. C. Bartolotta reports on new innovations for an old standby — 32

NEWS Who in club management knows best what the members want? . . . will EPA seek a ban on endrin? . . . petition to lessen depth of underground cables in golf course irrigation filed . . . U.S. golf car industry injured, International Trade Commission says on Polish imports . . . Japanese beetle is no longer the worst golf course pest . . . Graves is new president of True Temper . . . golf business executives added to National Golf Foundation board — 36

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