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7 News

Wilson, four others win first round in court battle with Chicago sporting goods dealer in "pro-only" suit . . . National Golf Foundation's MacDonald says business has great future . . . National Club Association's Los Angeles convention is overshadowed by passage of tax cut bill for clubs . . . Club Managers Association of America sets sights on where it all began with 50th anniversary celebration set for Chicago . . . Golf Course Superintendents Association of America gets wheels moving toward Portland for its annual get-together in February . . . Japanese market expanding as GOLF BUSINESS looks overseas . . . Palmer Maples gets nod as new GCSAA education director, while Gary Wiren and Joe O'Brien move up in PGA staff . . . Spalding's Dick Geisler heads NGF effort in school golf program . . . American Golf Car Association trying to get its motor started again . . . Southwest golf salesmen have successful show in Dallas . . . GOLF BUSINESS editorial advisory board member tells superintendents to talk to their pros . . . A. C. Nielsen Co. reports drop in total golfers in nationwide survey.

Features

1977 GOLF EQUIPMENT GUIDE

What can you offer your members and customers in the new year? GOLF BUSINESS looks over the more than 30 companies in the market and gives you an idea in data and picture what to expect from the manufacturers.

ANALYSIS SHOWS OWNING GOLF CARS MORE PROFITABLE

To buy or not to buy? That is the question. Whether 'tis better to suffer the slings and arrows of rising prices — or to, by leasing, end them. Accountant Richard Newell answers the question.

1977 GOLF CAR GUIDE

Fifteen companies make up the coming year's market. Gas and electric, four-wheel or three-wheel, GOLF BUSINESS has digested the models and makes and gives them to you in an easy-to-read form. Must reading for the club or course thinking about changing or adding to its fleet.

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SMART MANAGEMENT AND GOLF CAR PROFITS

An executive of a major golf car manufacturing firm tells how to make a good thing better — how to maximize your profits on what should be one of the biggest moneymakers in your club; your golf car operation.

GOLF BUSINESS PROFILE

Meadowbrook Golf & Country Club built a new clubhouse, rebuilt the golf course, dug a swimming pool, and increased its membership from 200 to 425 and its income from a half million to over one million dollars per annum. The first in a new GOLF BUSINESS series, this article tells what the club did and why.

MOUNTAIN COURSE GREENS UP QUICKLY

Because of careful planning and selection of seed, sod, and irrigation, the new Broadmoor South course near Colorado Springs opened to play 30 months after construction began.

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