

OCTOBER 1976 VOL. 51 NO. 10

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Arnold Palmer's speech highlights the 50th anniversary celebration of the Golf Course Superintendents Association of America at the place of its birth ... two new championship courses open in Southern California, while another California private course goes public ... metrics are moving in in the wine industry ... Crookshank woods and irons now will be made by Golfcast ... Melex golf car distributors form group to work with importer ... TUCO awards 10 scholarships to college students ... Penncross association offers scholarships to foreign students in golf course maintenance.

## **Features**

#### SOFTGOODS STAND ALONE IN PRO SHOP PROFITS

With hardgoods becoming a tougher and tougher sale for the pro every day, the golf apparel market seems to be the place where the money and markup can still be made. Managing editor Nick Romano looks into the basic fundamentals of the market, then offers some tips to aid sales.

#### THE GREENING OF GOLF

Automatic irrigation systems can help superintendents master some tough problems with terrain, soil, wind, and weather. GOLF BUSINESS suggests some considerations, followed by two actual case histories.



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#### IRRIGATION RISES ABOVE THE HILLS OF BEL AIR

Award-winning course superintendent tells how automatic irrigation succeeded where it shouldn't have, overcoming the conditions previous systems couldn't handle, at the prestigious Bel Air Country Club.



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#### **IRRIGATION CONQUERS CORAL ON THE FLORIDA KEYS**

The Ocean Reef Club's three golf courses have one thing in common which undoubtedly doesn't apply to your course: they are built on coral. But the way automatic irrigation helped make these beautiful courses points up how a similar system could help you.

#### **BLUEPRINT FOR CLUB KITCHEN PLANNING**

Foodservice consulting editor Herman Zaccarelli tells why kitchen planning is necessary — whether your club is getting a new foodservice facility or renovating an old one — then outlines how to go about it.

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**FRONT COVER:** Concept by Ray Gibson, illustration by Joe Leonard.

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