
Contents

4 The old pro

7 A golf superintendent

9 News

17 1977-78 Buyers Guide

18 INTRODUCTION

Why GOLF BUSINESS has published a Buyers Guide, what it is, and how to use it.

19 COURSE MAINTENANCE PRODUCT GUIDE

Tells the golf superintendent where he can buy tractors and trap rakes, sand and seed, mowers and mulch, and all of the other necessities of course maintenance.

29 PRO SHOP PRODUCT GUIDE

Tells the golf professional or pro shop manager who makes and sells all the things a pro shop sells, as well as things needed to equip and operate the shop and give lessons.

38 CLUBHOUSE PRODUCT GUIDE

Tells the club manager who national suppliers are of foodstuffs, liquor, and the equipment necessary to prepare and serve them properly. Club office operations are also included.

43 GUIDE TO ASSOCIATIONS

Listings, with addresses and phone numbers, of the major associations in the golf business.

44 SUPPLIER INDEX

Alphabetical listing of all suppliers mentioned in the three product guides — tells addresses, phone numbers, and who to contact.

Departments

IDEA FILE _____ 5
PERSONAL _____ 6
PEOPLE _____ 15

COMING EVENTS _____ 60
PRODUCTS _____ 63
CLASSIFIED _____ 66

GOLF BUSINESS (formerly Golfdom), published monthly and copyright© 1977 by The Harvest Publishing Co., a subsidiary of Harcourt Brace Jovanovich, Inc. EDITORIAL AND ADVERTISING OFFICES: 9800 Detroit Ave., 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. SUBSCRIPTIONS: Sent free to qualified management personnel at golf facilities. All others, including elected club officials: \$18 per year in U.S. and Canada; foreign, \$24 per year. Single copy price: \$1.50. Back issues, when available: \$1.50. Send subscription requests and change of address notice to GOLF BUSINESS, 9800 Detroit Ave., Cleveland, Ohio 44102. New subscribers are advised it takes 6 to 8 weeks to receive first copy. A similar period is required to effect a change of address. Controlled circulation paid at Cleveland, Ohio. BPA membership applied for April 1977.