

19TH HOLE IDEAL GIFT

THE CLUB HOUSE

THE CLUB CREST

THE PRO SHOP

THE GRILL ROOM

THE 19TH HOLE

THE CLUB CREST #5129

THE CLUB HOUSE #6017 Antique pine finish, off white and gold face with black roman numerals and hands. Black panel insert dial with gold design. Mantel Size: 16" x 12" x 5 1/2".
\$55.00

THE GRILL ROOM #6016 Dark Mediterranean finish, spun gold dial with contemporary golf ball design. Brass hands and tee design below dial. Size: 11" x 20 1/2".
\$37.00

THE PRO SHOP #6014 Antique pine finish with raised golf ball & tee dial design. Brass hands encircled with club name or your own copy (22 letters max.) at no extra charge. Size: 12" x 16".
\$35.00

THE 19TH HOLE #6015 Colorful golfer illustrated in six colors on antique pine finish, off-white numerals with brass hands. Size: 11" x 20 1/2".
\$37.00

THE CLUB CREST #5129 Hand finished black walnut with decorative English tile stock golf crest. Your custom designed tile in up to 3 colors at no extra charge with order of 24 or more clocks. Size: 10" x 20".
\$45.00

All Clocks Battery Operated (battery not included) and have a one year guarantee on movement. Custom name plate decorating charge of 10¢ for each letter engraved (metal name plate free). Consult your pro for club crest cost (as shown on #6016 & #6017). To send order direct to Miller include check and you must list your Golf Professional's name, club and club address.

AVAILABLE THROUGH GOLF PROFESSIONAL SHOPS ONLY.

For more information circle number 259 on card

MILLER GOLF COMPANY
Randolph, Mass. 02368



DiFini:
first name in golfwear.



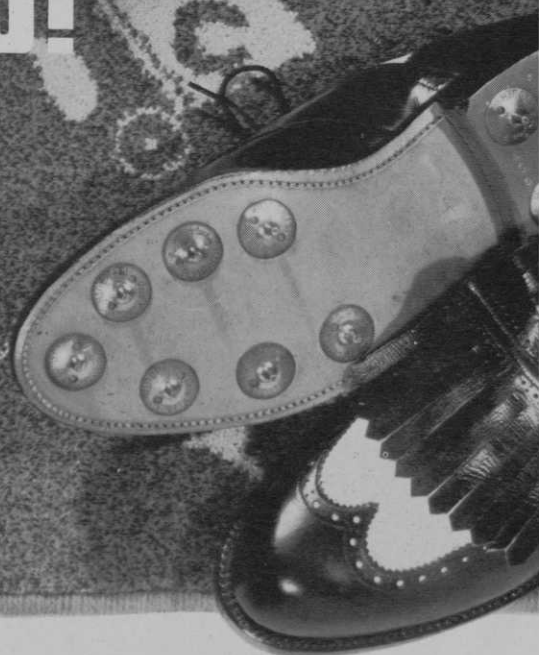
New York, N. Y. 10454

Contact your DiFini representative

For more information circle number 270 on card

Tough, versatile, resistant to pressures... marks of a great pro!

Our N282
spikeproof
carpet never
stops proving its
professionalism



This custom woven Wilton is America's most widely specified country club carpet. And for good reason! In actual installations in locker rooms, pro shops and grills, it is still unscarred and fresh-looking after long years of pounding spikes, tracked-in mud and spilled drinks.

Because each order is 100% customized, your club's emblem, initials or special design can be woven into the carpet. Or you can select from our extensive library of country club designs, in colors of your choice.

N282 carpet has been proven the soundest possible investment for easy care, long service life, rich appearance, acoustical qualities and protection against slip and falls.

SEND COUPON FOR FREE CARPET SAMPLE AND LIST OF CLUBS USING IT

Philadelphia Carpet Co.
Allegheny Ave. & C St., Philadelphia, PA 19134

Please send free sample of N282 spikeproof carpet
and brochure listing clubs where it is installed.

Name _____
Club _____
Address _____
City _____ State _____ Zip _____

PHILADELPHIA

Carpet Company



Division of Shaw Industries, Inc.

Weaving Division: Allegheny Ave. & C St., Phila., PA 19134

GOLFDOM

INCORPORATING GOLF BUSINESS


 A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION
 FAMILY OF SPECIAL INTEREST MAGAZINES.

ARTICLES

- GOLFDOM SPEAKS OUT: VERDANT FAIRWAYS, DEWY GREENS AND ... A MESSAGE FROM YOUR LOCAL GROCER**/by vincent j. pastena _____ **8**
- GOLF CO-OPS: A CASE STUDY** golf professionals have expressed renewed interest in forming golf cooperatives. charles byrket, vice president of carnoustie products, inc., shares his experiences in organizing a golf co-op among indiana professionals/by the editors _____ **28**
- THE VALUE ADDED TAX** talk has centered around a new federal tax: the value added tax, it's affect on the golf industry are discussed, along with interest rates/by william loomis _____ **51**
- GOLF REACHES OUT** handicaps in golf put everyone on an equal basis. but handicaps in life create second-class citizens. golf is now being used to bring handicapped youngsters out of the darkness and into the light/by jerry a. olson _____ **55**
- GOLF WITH A DASH OF SALT** the great salt lake desert, a vast wasteland with only occasional intrusion by super-car buffs, now is the unlikely location for the stansbury park gc. the course's superintendent, an obvious voice of experience, offers some solutions when dealing with saline soil conditions/by norm graft _____ **60**
- THE PRE-PLANNED COMMUNITY—GOLF'S NEW LAND OF OPPORTUNITY** the most rapidly growing area of golf course construction is in residential communities—fairway living. this first of a two-part series examines land developers and their commitments to golf and the industry/by jerry a. olson _____ **64**
- INSURE YOUR REVENUE** the first article in this series explores the various types of insurance contracts that protect a club's valuable records and property/by john f. gleason jr. _____ **72**

DEPARTMENTS

- NEWS OF THE INDUSTRY** _____ **85**
- PEOPLE IN THE NEWS** _____ **88**
- NEW PRODUCTS** _____ **89**
- LITERATURE** _____ **91**
- CLASSIFIED** _____ **92**
- ADVERTISER'S INDEX** _____ **94**

VIEWPOINTS

- GRAU'S ANSWERS TO TURF QUESTIONS**/by fred v. grau _____ **13**
- TURFGRASS RESEARCH REVIEW**/by dr. james b. beard _____ **17**
- SWINGING AROUND GOLF**/by herb graffis _____ **24**

cover photograph of snowmass, near aspen, colo., by david hiser

GOLFDOM, Incorporating GOLF BUSINESS, May, 1972. Published monthly January through October by UPD Publishing Corp., a subsidiary of Universal Publishing & Distributing Corporation at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 46, No. 5. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Morton Waters, Senior Vice President; David Rowan, Senior Vice President; Mortimer Berkowitz Jr., Senior Vice President; John Fry, Senior Vice President; A.H. Morse II, Vice President; Peter J. Abramson, Vice President; Robert Arrix, Vice President; Robert Dorin, Vice President; Edward Hughes, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. 1972. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, 155 Allen Blvd., Farmingdale, N.Y. 11735. The Company and its subsidiaries also publish SKI Magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF MAGAZINE, THE FAMILY HANDYMAN, NATURAL GARDENING, GALAXY Magazine, Worlds of IF, Award Books, Award House Books, Tandem Books, Newsletters and Modes Royale. Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$4.00. Foreign \$5.00 per year. *New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.*





Photographed at Pocono Manor Inn and Golf Club, Pocono Manor, Pennsylvania

Go for a quiet drive: Harley-Davidson.

When you shoot, you want silence. You get it from Harley-Davidson gasoline golf cars. Thanks to the unique ignition system, which starts and stops the engine as you press and release the accelerator. When you want it quiet, simply lift

your foot off the pedal. And play your next shot, in absolute silence. When you're ready to move on, just depress the accelerator, and off you go. Quietly. As a matter of fact, a Harley-Davidson gas car on the move is quieter than normal

conversation. And far quieter than any other gas car on the circuit. Harley-Davidson golf cars, gas or electric—very quiet complements for your course. AMF | HARLEY-DAVIDSON, Milwaukee, Wis. 53201.



For more information circle number 256 on card

ARNOLD E. ABRAMSON—Publisher

ROBERT J. ABRAMSON—Associate Publisher

JOE GRAFFIS, SR.—Associate Publisher

VINCENT J. PASTENA—Editor

HERB GRAFFIS—Senior Editor

PAULINE CRAMMER—Managing Editor

JEAN CONLON—Fashion Editor

JERRY OLSON—Associate Editor

Editorial Consultants

HARRY OBITZ and DICK FARLEY—Merchandising

DR. MARVIN FERGUSON—Agronomy

RICHARD M. FERENCÉ—Art Director

RAGNAR JOHNSEN—Assistant Art Director

FRANC ROGGERI—Graphics Consultant

JOHN FRY
Senior Vice President, Editorial

PETER J. ABRAMSON
Vice President and General Manager

DOROTHY M. SHEEHAN
Assistant to the Publisher

LAWRENCE MURPHY
Circulation Manager
Administration and Promotion

WILLIAM LAZAR
Fulfillment Manager

THOMAS G. TAGGART—Production Manager

MORTIMER BERKOWITZ, JR.
Director of Advertising

BRADFORD ENGLISH
Advertising Sales Manager

Eastern Advertising Office
MELVYN WEINBERGER
ARTHUR MAY
PETER STROBEL
GEORGE W. LEE
FRANK BRENNAN
Classified Advertising Manager
DAVID M. BENFORD
Manager, Synergy Status Sports Group

235 E. Forty-fifth St., New York, N.Y. 10017
(212) 683-3000

Midwestern Advertising Office
LEE CASHIN
Manager, Midwestern Operations
LES KRANTZ
TOURISSE GREENFIELD
G. JAMES HERMAN
400 West Madison St., Chicago, Ill. 60606
(312) 346-0906

Western Office
ARTHUR H. MORSE II
Vice President, Western Operations
ROGER LEEN
30 Caledonia St., Sausalito, Calif. 94965
(415) 332-5300

Advertising Representatives
METROPOLITAN PUBLISHERS
REPRESENTATIVES, INC.
Florida & Caribbean
924 Lincoln Road, Suite 203
Miami Beach, Fla. 33139
(305) 538-0436
331 Piney Ridge Road
Casselberry, Fla. 32707
(305) 831-0334
Georgia
2045 Peachtree Rd. N.E., Suite 315
Atlanta, Ga. 30309
(404) 233-5077
Canada
1255 University St., Suite 343
Montreal 110, Que., Canada
(514) 866-5381

Detroit, Michigan
ROBERT W. MORIN
19400 West 10-Mile Rd., Suite 216
Southfield, Mich. 48075
(303) 354-0630

Miller Vertical Bag Racks consist of easy to assemble modular units that will save you space and money. They assure you that bags dry properly and clubs are never damaged. By using Dymo Tape, please note illustration, you guarantee proper rack identification.

Miller is the world's largest manufacturer of bag tags. We offer you a variety of shapes, sizes and colors. Allow us to design or copy your crest heat embedded into our handsome tags. Then personalize them in seconds with Dymo Tape.

Miller I.D. Labels can eliminate hours of confusion due to lost or misplaced clubs. Allow us to hot stamp your name, club & address in gold on black vinyl. Our laminated cover assures weatherproofing and long wear. There are twenty labels to each set.

Only Miller offers Total Identification - Bag Racks - Bag Tags - I.D. Labels. Hundreds of Golf Professionals and clubs presently use our total system. If we can service your order or supply additional information, please contact us.

EXCLUSIVELY BY
MILLER GOLF COMPANY
Randolph, Mass. 02368



For more information circle number 180 on card



Pro-Edge
makes traps
look inviting

The new Ryan Pro-Edge is a power tool designed to edge border turf around sand traps and bunkers. It trims shaggy hazards in minutes. Leaves them neat and "inviting."

A rugged 3 HP engine powers four rotating, spring-steel tines which slice at high speeds. Tines are easily and inexpensively replaced.

The Pro-Edge is also ideal for edging blacktop paths, driveways, etc. It works on level or rolling turf.

Write for FREE Ryan literature.

Ryan EQUIPMENT CO.
Subsidiary of Outboard Marine Corporation

2055 WHITE BEAR AVE. • ST. PAUL, MINNESOTA 55109 • 612-777-7461

See the NEW PRO-EDGE — GCSAA Convention — Cincinnati

For more information circle number 205 on card

On the rolling hills . . .
drinks won't spill
with a . . .

Golfer's
BAR BUOY



FREE Swivel action
in all directions
keeps any drink
UPRIGHT



No need for
special size
drinking
containers—
BAR BUOY
HOLDS
THEM ALL

Chrome-Plated Steel—\$3.95
Chrome-Plated Brass—\$4.95

No tools needed.
Fits all pull type carts.
Instantly attachable,
removable mounting
clamp.

Attach the "Golfer's
Bar Buoy" clamp in
any convenient location on
the cart. Snap on the swivel-
action drinkholder, and all
drinks stay spill-proof level
either in motion or parked.
Mounting bracket adjusts to 12
different
positions.

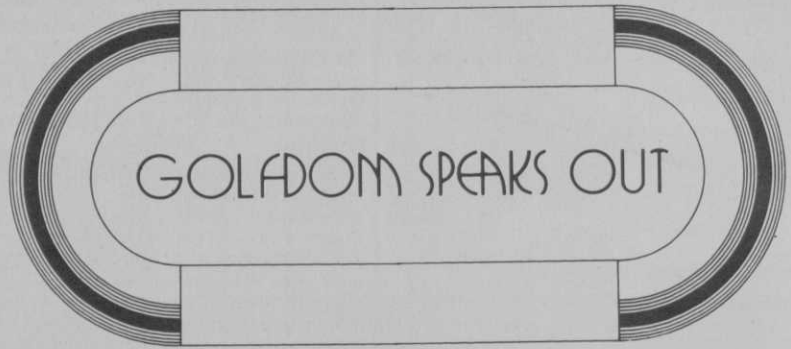


HOLDS
ALL
GLASSES,
BOTTLES, CANS

Enjoy a cooling beverage with
your game. Take the 19th hole
along on all 18. Get your
"GOLFER'S BAR BUOY" today.

ALADDIN LABORATORIES, INC.
620 S. 8th St., Minneapolis, MN 55404

For more information circle number 265 on card



VERDANT FAIRWAYS, DEWY GREENS AND . . .
A MESSAGE FROM YOUR LOCAL GROCER

We recently received a letter from the secretary of a golf club proudly informing us of their "ingenious" idea for putting a little extra cash into the coffers—selling advertising space on tee consoles and golf cars to local businesses. As each member of our editorial staff read this, the general reaction was to either recoil in silent horror or emit something tantamount to "Ugh!"

Of course, these immediate reactions are triggered by the mental picture of a golf course invaded by garish signs touting the virtues of everything from Honest Harry's Used Car Lot to Miss Lorraine's Beauty Salon. Such a practice destroys one of the primary pleasures of golf—brief respite from the workaday world. And if this were the only reason, we would still vehemently condemn advertising on the golf course. But there are other reasons and ones with more far-ranging implications.

Property taxes and rising operating costs are forcing many clubs in urban and suburban areas out to the "boondocks" or plain out of existence. GOLFDOM and its sister publication, GOLF MAGAZINE, have been making every effort to halt this trend. Through major articles, mailings and presentations, we have been trying to alert the industry to the threat and convince legislators of the value of the open spaces, which golf courses represent, to the creation of "greenbelts" and the protection of our environment. We also reason that in order to save these valuable courses and other open areas, their financial burden should be eased via tax breaks. How absurd these

arguments would become if these very courses, which we view as precious oases in an asphalt-covered world, were covered with ads.

Any private club contemplating the sale of ad space also had better think about its nonprofit status. Remember 5 per cent is the limit on outside revenue, and ad income falls into this category.

If we sound unduly aroused, just check out some ski resorts where chairlifts are now "decorated" with ads. And how many sporting events have you tuned in on TV, only to be distracted by ads plastered around arena walls? During a recently televised world championship figure skating event, the announcer felt impelled to apologize several times as the competitors went gliding by a backdrop of ads. At one point, he said something to the effect that although they complained, there was nothing the network could do to eliminate their presence.

The situation in golf has not gotten to this point, but ugliness doesn't take a very long time to gain a foothold—and that is why GOLFDOM wants to see the idea of selling ad space on courses "nipped in the bud." We are not unaware of the financial straits that some facilities are in right now, and that they must find means to build up revenues, but certainly there are better and less offensive ways. And to this end, GOLFDOM will continue to present ideas to help such clubs out of their financial binds. But we will never advocate or condone anything that damages the image and spirit of the game.

VINCENT J. PASTENA
EDITOR

First class reasons for stocking AVC golf gloves

For a number of reasons, Acushnet's AVC golf gloves are in a class by themselves. One great reason is the fact that you've got the Acushnet name, with unbeatable Acushnet service out of eight warehouse points. Another reason? AVC gloves come in the wildest assortment of matching and contrasting colors imaginable. We defy anyone to be stymied trying to match up any AVC with any outfit they might be wearing.

The gloves themselves are tops on tour for equally as great reasons. Super-thin Cabretta leather that fits like a second skin. Its one-piece thumb construction keeps the seam snug to the side of the thumb, assuring a comfortable grip at all times. And an adjustable Velcro backing which assures the tightest, snugest fit for the life of the glove.

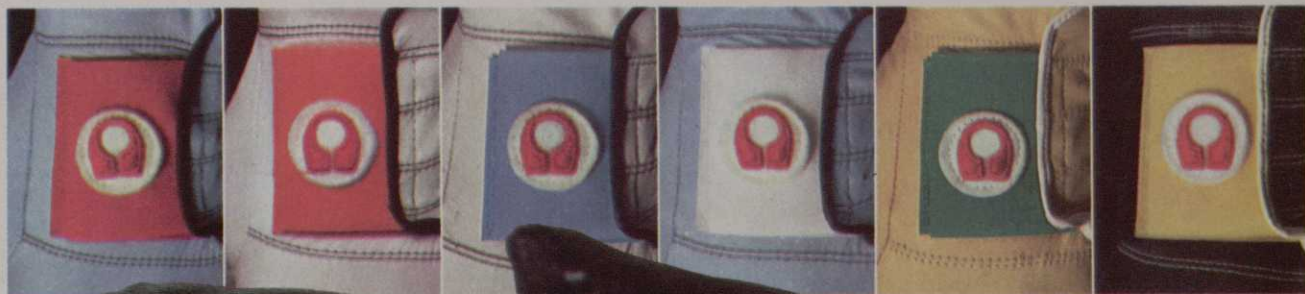
All in all, Acushnet AVC gloves have a lot going for them. So there's a lot going for you, too.



ACUSHNET SALES COMPANY

Sold thru golf course pro shops only

For more information circle number 279 on card



BLUE CHIP.

From its precision engineering to its luxurious execution, every E-Z-Go Car delivers the kind of reliable performance year after year that others can only talk about.

Put simply, it's the most solid blue chip investment you can make when you're looking for a fleet of golf cars.

And we'd like to prove it to you.

Write: E-Z-Go Car, A division of Textron Inc., P.O. Box 388, Augusta, Georgia 30903.

E-Z-GO.

The finest golf car made.

For more information circle number 193 on card

