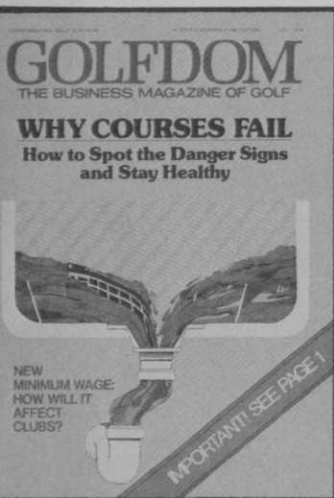


# GOLFDOM

## THE BUSINESS MAGAZINE OF GOLF

**TIMES MIRROR** VOL. 48, NO. 7, JULY, 1974, INCORPORATING GOLF BUSINESS  
A PUBLICATION IN THE TIMES MIRROR COMPANY'S FAMILY OF SPECIAL INTEREST MAGAZINES



### ARTICLES

- WHY COURSES FAIL** poor management policies and entrenched attitudes by course officials, combined with public need and private profiteering, usually force the end of a golf course / by douglas lutz \_\_\_\_\_ **26**
- THE DELICATE ART OF HANDLING THE IRATE CUSTOMER** pros cannot afford to lose customers by mishandling an irate member. some sound coping methods are offered / by dale shankland \_\_\_\_\_ **33**
- SWEATERS: FALL PROFIT WARM-UP** / by dick farley \_\_\_\_\_ **36**
- A WOMAN AS HEAD PROFESSIONAL** mrs. helen finn talks about her reception as head professional at douglaston park / by dick miller \_\_\_\_\_ **40**
- NEW MINIMUM WAGE: HOW WILL IT AFFECT CLUBS?** / by ken emerson \_\_\_\_\_ **43**
- ANSWERING THE CHEF PROBLEM** the culinary school at the greenbrier is one answer to the problem of where to find well-trained chefs \_\_\_\_\_ **45**

### DEPARTMENTS

- COMING EVENTS** \_\_\_\_\_ **18**      **CLASSIFIED** \_\_\_\_\_ **56**
- NEWS OF THE INDUSTRY** \_\_\_\_\_ **47**      **ADVERTISER'S INDEX** \_\_\_\_\_ **58**
- NEW PRODUCTS** \_\_\_\_\_ **53**      **PEOPLE IN THE NEWS** \_\_\_\_\_ **58**

### VIEWPOINTS

- SWINGING AROUND GOLF** / by herb graffis \_\_\_\_\_ **6**
- INSIDE THE INDUSTRY** / by bob rickey \_\_\_\_\_ **10**
- GRAU'S ANSWERS TO TURF QUESTIONS** / by dr. fred v. grau \_\_\_\_\_ **12**
- TURFGRASS RESEARCH REVIEW** / by dr. james b. beard \_\_\_\_\_ **16**
- THE PROFESSIONAL APPROACH** / by pat williams \_\_\_\_\_ **21**

cover illustrated by liam roberts; designed by angelo marfisi

GOLFDOM, Incorporating GOLF BUSINESS; July. Published 10 times a year; monthly January through September, and November. Copyright © 1974, by Times Mirror Magazines, Inc. Published simultaneously in Canada. Copyright under the International, Universal, and Pan-American copyright conventions. All rights reserved, including right of reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Sales Manager, Editorial and Advertising offices, 380 Madison Avenue, New York, N.Y. 10017. 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. Controlled circulation postage paid at Effingham, Ill. Please send change of address notice to GOLFDOM Magazine, Service Department, 380 Madison Avenue, New York, N.Y. 10017. Members of Business Publications Audits. Magazine Publishers Association and National Golf Foundation. Subscription rates \$5 per year. Foreign \$6 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.

