

GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

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ARTICLES

ON THE COVER

Whenever they talk of the greats of golf, the name of Ben Hogan is sure to enter the conversation. Hogan's expertise in the game brought him four U.S. Open victories, two Masters, two PGAs and one British Open. Those competitive marks made him a certainty as one of the charter members of the World Golf Hall of Fame. With a quiet, but stern manner, Hogan left an indelible mark on the pro tour that still shows today. Presently, Hogan is the chief officer of the AMF/Ben Hogan Company and has been since the firm was established in 1953. Besides equipment manufacturing, Hogan is also involved in golf course architecture and construction.

HOGAN ON BUSINESS For over 20 years, Ben Hogan has been a dominant force in the golf industry. His contributions to the game have been substantial and at 62, he still feels he has a lot left to do. Associate Editor Nick Romano surveys Hogan and files an exclusive interview _____ **10**

SNAPFINGER WOODS—A NATURAL DEVELOPMENT Snapfinger Woods is a 1,450-acre, planned multi-use community 13 miles east of Atlanta that includes a golf course and club facilities. The developer, Atlanta-based Phipps Land Co., has invested thousands of dollars and man-hours in solving the drainage and flow problems of Snapfinger Creek—without sacrificing the natural beauty of the creek's flood plain _____ **14**

GOLF FACILITY MANAGEMENT AND THE SUPERINTENDENT The general manager concept of country club management has created quite a bit of comment both pro and con from superintendents across the country—mostly con. Here, Midwest superintendent Robert Williams explains why he feels the general manager concept is not the management theme of the future _____ **20**

GRAPHITE: CLEARING THE CONFUSION If anything is sure about graphite, it's here to stay. There is still a lot of questions to be answered about those black shafts and GOLFDOM's club repair expert Ralph Maltby tells some of the ways the pro shop can profit _____ **22**

WHAT'S GOOD FOR THE GAME For 39 years, the National Golf Foundation has been the strongest voice in the nation for the advancement of golf. Through its people and their programs, the NGF attempts to keep up on the ever changing face of the game. Foundation President McDonald updates on the NGF's current activities and staff _____ **28**

NOT PAYING THEIR DUES Free golf is now a possibility through a new innovation for the affluent golfer traveling to resorts. The Golf Card might be a plus for the industry and could conceivably lead to the birth of the credit card at courses all over the nation _____ **32**

NEWS OF THE GOLF BUSINESS INDUSTRY Rancho La Costa slaps \$540-million lawsuit on *Penthouse* . . . superintendent is responsible for his own job protection . . . club pro championship set for Callaway Gardens . . . Trevino sets National Golf Day target . . . Acushnet acquires England's Shelford with eye to the foreign golf market . . . Treasury Department rules some electric golf cars sold in U.S. at 'less than fair value' . . . Mallinckrodt strike ends . . . to replace divots or not? . . . IRS ease tax guidelines for club managers . . . fluctuating beef prices seen for rest of year . . . aldrin/dieldrin case closed . . . Patty Berg to receive Joe Graffis Award _____ **36**

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