

# GOLFDOM

## THE MAGAZINE OF GOLF BUSINESS

Vol. 50, No. 2, FEBRUARY 1976, INCORPORATING GOLF BUSINESS

### ARTICLES

#### ON THE COVER

From relatively modest beginnings, GOLFDOM launched its first issue in February, 1927. It started out with a small full-time editorial staff, one person, and a handful of salesmen. Herb and Joe Graffis founded the magazine with the ideal that the business of running a country club was important and like any other businessmen, golf course personnel needed as much help to keep up on the industry as anyone. Through the years, GOLFDOM has been at the forefront of many improvements in the industry, including helping the Golf Superintendents Association of America and the Club Managers Association of America get off the ground. Now both over 80-years-old, the Graffis brothers are still active in the direction and design of this magazine. There is little doubt that either of them would want it any other way. In that time, they have seen the golf business grow into one of the largest in the nation.

**OUR 50th YEAR** With this issue, GOLFDOM marks the start of its 50th year. Senior Editor Herb Graffis looks over the progression of the magazine and the industry it has dealt with in the first of several stories chronicling the growth of golf as a business. Interesting reader for everyone in the trade \_\_\_\_\_ **8**

**KEEP THE LADIES INTERESTED** Story about Leawood South Golf & Country Club, Kansas City, Kan. and its pro-Harold Reed, who has no problem keeping the course and lesson tees full and the pro shop humming because of his promotion, especially to women members \_\_\_\_\_ **12**

**THE BELLVILLE PROJECT: COOPERATION IN CONSTRUCTION** How can a private course owner beat the high prices of initial construction these days? The answer lies in extensive joint planning sessions with architects and builders from the first day. GOLFDOM takes a look at such a combined effort that was successful at an Ohio course \_\_\_\_\_ **14**

**IN DESIGN, KEEP WOMEN IN MIND** Growing numbers of female golfers are becoming more dominate in overall play at many courses. Still, the ladies are caught up trying to compete on courses designed for their male counterparts. Architects are worried about the problem and in remodeling projects are giving women an alternative \_\_\_\_\_ **18**

**FEWER LOST BALLS, FEWER DELAYS**, These are the benefits of a new chemical brush control agent being used on a golf course in Maine to clear out brush along fairways \_\_\_\_\_ **22**

**IS BEER A COUNTRY CLUB DRINK?** Country club members are drinking beer more often if not in greater quantities at clubs across the land. Managers say the informal atmosphere produced by some younger members, the influx of tennis at clubs plus the fine premium beers available have caused an upsurge in beer at clubs \_\_\_\_\_ **24**

**NEWS** Course tax relief disallowed in court . . . Marlatt joins National Golf Foundation staff . . . government controls is topic at Florida meeting . . . U.S. breweries raise prices, cite increasing costs . . . PGA junior championship vies 39 section champs . . . Golf to continue prosperity, architects' Cornish asserts \_\_\_\_\_ **30**

### DEPARTMENTS

<b>SWINGING AROUND GOLF</b> _____	<b>4</b>	<b>CLASSIFIEDS</b> _____	<b>48</b>
<b>COMING EVENTS</b> _____	<b>26</b>	<b>PEOPLE IN THE NEWS</b> _____	<b>50</b>
<b>NEW PRODUCTS</b> _____	<b>44</b>	<b>ADVERTISERS INDEX</b> _____	<b>50</b>

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