

JULY 1977 VOL. 51 NO. 7

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RESORT EXPERT SAYS: SERVICE COUNTS!

Lawrence Olivia of the AH&MA's Educational Institute tells why service is the most important commodity at any resort operation. He offers a checklist for success in running a resort golf facility, but there's a lesson here for all golf businessmen.

25 TRY PURR-WICK SYSTEM GREENS

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29 LET WINE LIFT YOUR PROFITS

Coming on strong and eating into the popularity of hard liquor these days, particularly among young people, is wine. Here's how club foodservice operations can take advantage of the booming business in wine.

Q Q DON'T PUSH THE PRO OUT OF THE PRO SHOP

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36 HOW MUCH IS A GOLF COURSE REALLY WORTH?

Cecil R. McKay, Jr., a broker who deals exclusively in golf course transactions, knows as well as probably any one person in the country how to determine the worth of a golf course. Here he tells how it's done — any why.

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