Letters to the Editor

Fascinating probability

I read with great interest Anthony Patricelli’s article in GOLFDOM (October-November issue) and would be most appreciative of any further information you can send to us regarding further action or decision taken by the Connecticut Section of The Professional Golfers’ Assn. of America.

Since I have been on the Educational Committee of The PGA of America for several years, it surprises me that I have not heard about this dilemma before.

You stated in your article that the first PGA school was established in 1956. Its first school was actually held January 7, 1957. And to further clear the records, in order to be eligible to apply for membership, the five-year rule is defunct and the 32 credits now apply; it is not “or 32 points.”

It is a fascinating probability, a degree in golf, and one of which this particular section of the PGA has been well aware.

Howard E. Smith, President
Southern California Section
The Professional Golfers’ Assn. of America
Panorama City, Calif.

Wants information

Our company, which is newly-established in Europe, designs golf courses. We would like, therefore, to have maximum information about golf course equipment.

Andre Brunin, Engineer
Constituitgolf
59 Rue Traversiere
Brussels 3, Belgium

Bouquets

I want to compliment you on the January issue of GOLFDOM. Coverage on the three conferences, particularly the new products, was outstanding.

John Miller
New York

Why not look at and play on AstroTurf tees or greens. See them at the following locations:

- Bath C.C., Bath, Maine
- Happy Valley G.C., Lynn, Mass.
- Winged Foot G.C., Mamaroneck, N.Y.
- Scarsdale C.C., Hartsdale, N.Y.
- Dunwoodie G.C., Yearkes, N.Y.
- Orange Hills C.G., Orange, Conn.
- The City of Meriden, Meriden, Conn.
- Washingtonian C.C., Rockville, Md.
- Sligo Park G.C., Silver Spring, Md.
- North West Park G.C., Wheaton, Md.
- South Sherwood Forest G.C., Sherwood Forest, Md.
- Chestnut Ridge C.C., Lutherville, Md.
- Pine Ridge C.C., West Upton, Mass.
- Longmeadow C.C., Longmeadow, Mass.
- Trull Brook G.C., Terrebeke, Mass.
- Pelham C.G., Pelham, N.Y.
- Woodmere C.G., Woodmere, N.Y.
- Valley View G.C., Hanover, N.Y.
- Union County G.C., Kenilworth, N.J.
- Saddle River G.C., Paramus, N.J.
- Cliff Park Inn & G.C., Milford, Pa.
- Fort Lee G.C., Fort Lee, N.J.
- The Country Club of Virginia, Richmond, Va.
- Riviera C.C., Lesage, W. Va.
- Kanawha County Parks, Charleston, W. Va.
- Par 3 of Lake Park, Lake Park, Fla.
- Practice Unlimited, Tampa, Fla.
- Piedmont G.C., Atlanta, Ga.
- Johnny White G.C., Atlanta, Ga.
- Wallace Hills G.C., Maryville, Tenn.
- McCabe G.C., Nashville, Tenn.
- Shelby G.C., Nashville, Tenn.
- Royal Oaks G.C., Cincinnati, Ohio
- Western Hills G.C., Cincinnati, Ohio
- Redford G.C., Detroit, Mich.
- Kensington Park, Milford, Mich.
- Pine Shores G.C., Clair, Mich.
- Arrowhead G.C., Hamilton, Ohio
- Estate Club, Lancaster, Ohio
- Kenwood C.C., Cincinnati, Ohio
- Sweet Briar G.C., Avon Lake, Ohio
- Brown’s Run C.C., Cincinnati, Ohio
- Tji City G.C., Wisconsin Rapids, Wis.
- Milwaukee County, South Milwaukee, Wis.
- Bushnell G.C., Bushnell, Ill.
- Lombard Park District, Lombard, Ill.
- Northwestern G.C., Morton Grove, Ill.
- Medina C.C., Medina, Ill.
- Kaufman Park G.C.,sville, Ill.
- Decatur Municipal G.C., Decatur, Ill.
- Twin Orchard C.C., Long Grove, Ill.
- Riverside G.C., Riverside, Ill.
- Indian Hills G.C., Prairie Village, Kan.
- Centralia G.C., Centralia, Mo.
- St. Charles G.C., St. Charles, Mo.
- Osk G.C., Tulsa, Okla.
- Indian Shores C.C., Crosby, Tex.
- Hancock G.C., Austin, Tex.
- Bermuda Dunes G.C., Palm Springs, Calif.
- La Costa Resort & C.C., La Costa, Calif.
- Cœur D’Alene G.C., Cœur D’Alene, Idaho
- River Greens G.C., Gladstone, Ore.
- Glendale G.C., Portland, Ore.
- Redmond Golf Links, Redmond, Wash.
- Tawalay G.C., Honolulu, Hawaii

For more information circle number 249 on card

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Scotts ProTurf Golf Course Division

O M SCOTT & SONS the grass people MARYSVILLE, OHIO
The Professional Golfers’ Assn. and the American Professional Golfers have buried the hatchet, and many people throughout the industry are breathing easier. The timing of the hatchet burial may be one that sees an even greater good than just the ending of what might have been a disastrous feud.

Here it is the second month of the year, and we’ve just gone through that marvel of the democratic process, the installation of a new head of our nation. The peaceful transfer of power that we in this country take for granted is something that has eluded men for 5,000 years.

These comments are made by way of setting the stage for what we consider a major contribution to the business side of golf. We among the golf fraternity know what makes golf a game (at least we think we do each time we address the ball), but somehow what makes golf a business has been lost in the shuffle. Golf is very much a game, but it is, simultaneously, very much a business.

A new concept is emerging about golf: Its stature in what is fast becoming a worldwide as well as an American industry—leisure. Not too long after the universe-shaking achievement of Borman, Anders and Lovell, Pan American World Airways announced it had already received 200 reservations for its first commercial flight to the moon. When those 200 hardy souls arrive on the moon, chances are they will hire a golf course architect to begin work on an 18-hole layout. (They might think nine holes a little too tame for such adventurous spirits.)

Seriously, the leisure industry is growing so fast that it is being given more and more consideration as a major factor in financial and other weighty aspects of American life. As affluence grows increased numbers of people have more time and money with which to amuse themselves. Games such as golf will absorb more and more of their interest. Based on what we now know about human behavior, it is conceivable that games will be as necessary a part of everyday life as gratifying endeavor is.

This means that tools to understand leisure pastime are needed. Meaningful statistics about golf are woefully lacking and must be supplied. GOLFDOM with this issue undertakes the task of starting the year-to-year charting of the golf business, its relation to the larger sphere of leisure and how performance on the business level can be bettered.

This is a first undertaking and its scope is somewhat limited. We of the editorial staff would welcome your comments on this, GOLFDOM’s First Annual Marketing and Research Study Issue.
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The heart of every Buckner fully automatic underground sprinkler system is the all-new 711E Controller. The 711E lets you program the most efficient watering schedule. Saves water. Eliminates unnecessary man-power. This is the all-electronic controller that makes year-round reliability a reality.

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Silverado Golf Course, Napa, California
Statistics cannot cause an industry to prosper automatically. But statistics can help an industry grow intelligently. They can help individuals in the industry to plan their jobs more intelligently and they can reduce the risk of faulty decisions based on inadequate knowledge. This is the purpose of the First Annual Marketing and Research Issue of GOLFDOM.

In the past decade, since the birth of our sister publication GOLF Magazine, this recreational industry of ours has grown at an unprecedented rate. From an estimated 3,970,000 of 10 years ago, the number of golfers in the United States has grown by 183 per cent to an estimated 11 million golfers. It should be mentioned that these golfers represent the hard core of the sport who, by calculation of the National Golf Foundation, play at least 15 rounds each annually. Moreover, they constitute an affluent market in an affluent society already attuned to a growing amount of leisure time. The median age of the GOLF Magazine subscriber, for instance, is a mature 40.

The typical golfer has attained a relatively high income level in his business or profession. The average income of a GOLF subscriber head of household is close to $17,000 annually. The golfer, in addition to playing at his club or local facilities, also is taking an increasing number of vacations of which the primary purpose is golf. Almost four in 10 golfers now take golf vacations, accounting for the rapid rise in the past decade of the golf resort.

By conservative estimate, the size of the golf market now exceeds five billion dollars a year. This is the revenue grossed annually by the three key figures who serve the golfing public directly:

- the retailer of equipment dominated by the licensed pro (with his added revenue from golf car rentals and lessons) for an aggregate of over $800 million annually;
- the club manager and superintendent through whom are channeled some $2.7 billion a year in club dues and green fees;
- the club manager whose food and beverage sales now amount to approximately $1.5 billion a year.

In addition, millions are being spent outside the golf industry.