

Presidents Message

Dear Members:

At the March meeting of the Executive Committee, Midwest Association of Golf Course Superintendents, it was decided by a unanimous vote to make The Bull Sheet, official publication of the organization available for advertising to firms supplying golf courses with equipment, materials, tools, and supplies.

The Editorial Committee has thoroughly examined every angle of the change in policy which might effect publications in the same field as a competitive maneuver by our greenkeeping-superintendents organization in the Chicago district. In view of our intended limitations as to area we will confine our commercial endeavors, we feel that the change in policy of our editorial functions will not endanger the livelihood of other such publications.

Commercial advertising in The Bull Sheet will be limited to firms and local manufacturers who are intimately serving golf courses. The monthly changing of ads and/or solicitation of short term contracts will not be accepted due to the bookkeeping work involved, and because our editorial committee is a voluntary assignment.

Our purpose of accepting advertisements is to make the bulletin self-supporting which will permit the committee to increase the value of its publication to the organization, and to other greenkeeping-superintendents in the State of Illinois.

The Editorial Committee proposes the following policies:

1. That no individual firm will be permitted to place more than one advertisement in the publication during the period of their annual contract.
2. That the fiscal year involving advertising will begin on July 1st and end on June 30th of the following year.
3. That there will be 12 monthly bulletin issues printed during the fiscal year.
4. That advertisements will be limited in size so as to permit all firms serving our profession an opportunity to display.
5. That advertisements will only be accepted on an annual basis.
6. That a change in pattern or style of advertisements will only be permitted twice during the fiscal year. The January and July issues.
7. That the cost of advertisements per annum will be determined by the necessary income required to cover incidental expenses involving the publishing of the bulletin.

In order to make the publication more attractive to the advertisers, and members alike, the Editorial Committee has proposed the following changes:

1. A change in the make-up and style of the bulletin.
2. An increase in circulation which will be mailed to all greenkeeping-superintendents in the State of Illinois, and to other organizations by request.
3. An increasingly vigorous editorial policy to keep the publication more active and of greater value to the greenkeeping-superintendent.
4. The inclusion of photographs as they may be available, illustrating various maintenance operations, new developments, greenkeeping personalities and events during the year.
5. A regular issuing date.

The Editorial Committee has given considerable thought to the cost of advertisements per column inch, and consistent with the policies described in this letter they are offering the following space and rates:

1 inch by 1 column for 12 issues	@	\$ 60.00
1 inch by 2 column for 12 issues	@	\$120.00
2 inch by 1 column for 12 issues	@	\$120.00
2 inch by 2 column for 12 issues	@	\$240.00

(Note: All picture ads will be half-tone, and the advertiser will furnish this office with the plate.)

The back cover and inside back cover will be reserved for the advertisements—a total of only 36 one inch columns. In the event more than one page is used for this purpose, it will be our policy to alternate the position of the pages, in order that each advertiser will have the opportunity to appear on the back cover page every other issue. The Editorial Committee reserves the right to place the advertisements.

May we have your sincere cooperation and support.

Yours very truly,

William H. Stuppel.

GOLF, GOLF, GOLF

by

Frank J. Dinelli

During the past seasons at our summer golf meetings there has always been numerous complaints from the high score player concerning the method used in handicapping the participants. The golf committee would naturally like to see everyone satisfied as it would make it that much easier to award the prizes. The following system might be a solution to our problem. Why not send your comments to the golf committee, and if you like it, we can try it at our first golf event of the season which will be held at the Edgewater Golf Club on May 15th.

The USGA Golf Handicap System remains the approved method for determining basis handicaps but, like every other system, it will not solve some of the unusual problems which face handicappers.

One of the most difficult problems is that of determining fair allowances for convention and resort tournaments which attract novice and occasional players. Obviously, the man who never plays except during his two-weeks vacation at Sloping Valley, or at the annual trade tournament at Flat Hill, is entitled to a fair shake in the competition for net prizes.

The standard way of solving such a matter usually has been to conduct a kickers' tournament, in which each player selects his own handicap and then shoots at a score which has been drawn blind.

Another method of handicapping which would seem to fit the same role is the Calloway System of Automatic Handicapping.

Under this method, a player's handicap is determined, after each round, by his gross score for the 18 holes and by the first, or highest, individual hole scores he has made. For instance, if his gross score was 107, he turns to the accompanying table and opposite that score finds that he may deduct the total of his four worst, or highest, individual hole scores. Thus, if he had scored one 9, two 7s and several 6s, he could deduct 29 strokes, giving himself a net score of 78.

The USGA has had no experience with this system but it is an interesting idea which handicappers and tournament committee chairman may find useful. We know of no way in which it could be adapted for match play tournaments, and it is in no way a substitute for the USGA Golf Handicap System.

The Calloway System Automatic Handicap deductions follow: