



*Jim McNair
Orchard Valley G.C.*

As chairman of the Editorial Committee, I've had the pleasure to see *On Course* become a success. Our mission for 1997 is to continue to improve the overall quality of the magazine while publishing it in a most cost-efficient manner.

One of the tasks that the committee will undertake in 1997 will be to develop a policy to equitably meet the demand for advertising space. We have a new problem to face this year that was brought about due to the success of the magazine. There is more demand for color ad space on the back cover than what we can satisfy. Last August, we had two companies that each wanted to buy the back cover color ad for the entire 1997 season. As a result, we thought that the fairest thing to do at the time was to give each advertiser six issues. We hadn't even begun to solicit ads for 1997 and already had the back cover sold! Great job, right? Wrong! Once we began soliciting ads for '97, we found that there were several other advertisers wanting that back cover. And that's where we

are at now. Full-color back cover ads for 1997 are sold out. So during the next several months, the Editorial Committee will develop a policy to equitably sell the back cover color ad as well as other key advertising space in *On Course*.

A new feature each month in *On Course* for 1997 will be to honor golf courses that are celebrating a special anniversary (50, 75, or 100 years) this year. Please call Fred Opperman to let him know if your course is celebrating such an occasion.

We plan to continue with the new format for *On Course* which has been so well received. You have told us that the color in the cover photos, ads and pictures in the context of the magazine is the thing that you like most. We'll try to give you more

whenever possible. We have also heard positive feedback on the "Super-N-Site Profile," "Ask the Expert," and "the Bull Sheet" segments. But it all comes down to you, the superintendent, to provide the input. With your photographic and editorial contributions, we can continue to improve the content of *On Course*. ■

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