

# LETTERS

## Spice up those headlines

To the editor:

I just finished going through the April Golf Course News. Very nice; I wish you success with it. I like the color, plus you are apparently with a high-quality printer. Good paper, too; good opacity and weight.

My one suggestion for improvement: headlines. They could use more substance, punch, to lead readers into stories.

And if you ever happen to get a dialogue going on riding vs. walking (one of my favorites) and you would like an ordinary golfer to

weigh in on the side of the latter, just holler.

Best regards,  
Ralph Wells  
Direct Connection Inc.  
Northbrook, Ill.

## Loaded and up-to-date

To the editor:

Your new paper is loaded with interesting articles not found in other publications. I'm glad to see all up-to-date news and that you verify what you print.

Sincerely,  
Nelson F. Newcomb  
president  
Pick Point Enterprises

## Interesting, informative

To the editor:

Please include our firm on the Golf Course News subscription list. Your first two issues were both interesting and informative. As golf facility development and operations consultants, we constantly keep up with changes and developments in the golf industry, and your publication will certainly help us to continue doing so. Good luck!

Sincerely,  
Michael J. Riddle  
national marketing director  
Golf Resource Associates

## Keep format as it is

To the editor:

I received my first copy of Golf Course News this week. I am not sure how I got on your mailing list, but I am glad I did.

I appreciate the general nature of the publication. It is nice to have a single publication in an exceptionally easy-to-read format that will help us keep up with the overall business of golf.

Speaking of format, keep it like it is! The size and paper finish make for easy reading and easy "clip and paste" to forward articles to others.

Sincerely,  
Frank A. Gasperini  
sales manager  
Turf & Ornamental Markets  
E.I. Du Pont de Nemours & Co.

## Premiere appreciated

To the editor:

Congratulations to you and your staff on the premiere issue of Golf Course News. All of us at Palmer Course Design Co. certainly appreciate your sending us a copy and we will be looking forward to all future publications. We look forward to working with you in the future.

Congratulations again and we wish you the best of success.

## Keep covering new ground

Sincerely,  
Ed Seay  
executive vice president

To the editor:

I'm impressed and surprised to find in the sample issue editorial material that covers new ground. It's new — not a rehash of material I've seen elsewhere.

With very best wishes,  
Michael McCue  
president  
Kangaroo Products Co.

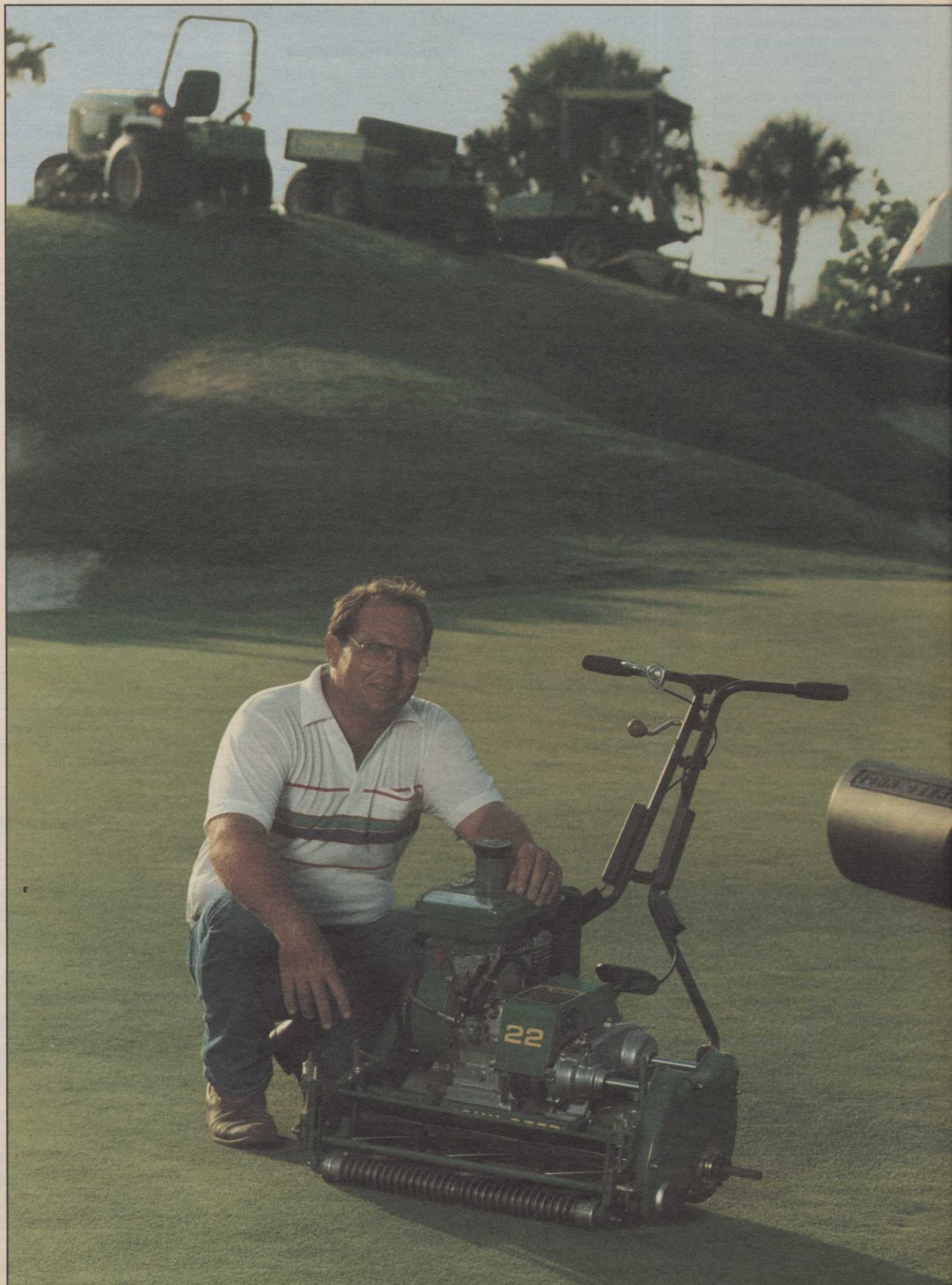
## Cart path to success

To the publisher:

Just saw my first (your second) issue of Golf Course News and am impressed. Glad to see the fruits of your efforts being realized. The ad balance appears healthy. So you should be on the cart path to success.

My congratulations and best wishes for prosperity.

Terry McSweeney  
manager  
PGA Magazine



Letters to the editor are welcomed. Please address them to: Letters, Golf Course News, P.O. Box 767, Yarmouth, Maine 04096.