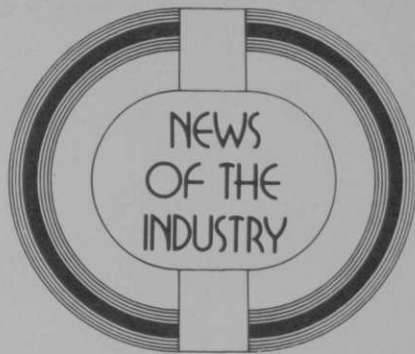


## NGF LAUNCHES "OPERATION—GOLF UPDATE"

CHICAGO—"Operation—Golf Update" will be the most comprehensive effort ever made to compile all available, significant information about golf and golfers in the United States, according to Don A. Rossi, executive director of the National Golf Foundation, which will spearhead the upcoming survey of more than 11,000 golf courses in mid-August.

Rossi explained that golf course records, maintained by the foundation and dating back to its origin in 1936, are no longer valid because many golf courses have changed in the interim—in ownership, in size, in type of operation and in the facilities offered. He added that many new trends in golf course planning, construction and operation have emerged in recent years that cannot be statistically measured by the foundation's present records. He added: "To function effectively in meeting the growing demand for help in the development of every



tion. He added that this is one survey that will reward the respondents directly because it will produce a useful yardstick for every private, daily fee and municipal golf operation. He stated further that this yardstick, to be truly useful, needs much more than a "token" response. "We receive inquiries daily on how many golf courses have installed automatic or semi-automatic irrigation" Rossi continued, "where they are located, are they successful, what are the problems, and so forth.

"Other questions involve the use and operation of golf car fleets at the different types of golf course and lighting for night play or night maintenance.

"One very important area of information requested is whether the golf operation employs a golf professional, a course superintendent, a manager or all three. The answers to these questions could indicate a need for additional trained specialists for these departments."

Rossi added that the final "readout" of the survey will not only furnish much additional important information for the foundation in helping existing golf operations with problems as well as assisting in the development of new golf courses; it will also indicate future directions for foundation literature and consultant services.

### USGA CALLS FOR STABILIZATION OF DISTANCE

OAKMONT, PA.—Distance and recent developments in golf equipment were the major concerns of representatives of the United States Golf Assn. in discussing the recent United States Golf Assn. announce-

ment in opposition to ball and club changes that increase distance.

It is the responsibility of the United States Golf Assn. to establish the Rules of Golf, including the rules that fix criteria for ball and club design. A basic objective of the rules pertaining to equipment is and always has been to stabilize distance.

The USGA listed the following reasons for their opposition to ball or club changes that increase distance: 1. The conviction that better results should be achieved rather than purchased. 2. Concern that skill required to play the game not be diminished by changes in equipment. 3. Concern that features of golf courses, thoughtfully designed to test golfer's skills, will be lost. The association officials also stated that as technology has diminished skill by providing distance, courses have become longer. The inevitable consequences of the chain reaction have been to over-emphasize the distance element in the game, further separate the long hitter from the medium hitter and require more land on which to play, making a round slower and more expensive.

The USGA emphasized its conviction that the distance factor must be stabilized and that, at the very least, no further diminution of this skill element of the game should occur; it also professed its determination to continue to develop a set of standards applicable to all kinds of golf equipment, which will effectively preserve the game.

### CREASEY SQUARED WITH PGA

LAKE PARK, FLA.—*The Professional Golfers's Assn.* and *Robert T. Creasey*, its former executive director, have reached a mutual settlement and release, according to PGA President William Clarke.

PGA officials acknowledged that Creasey was not at fault when he was relieved of his duties in October, 1972, and that he had not breached his employment agreement in any manner, nor failed to perform his responsibilities in accordance with proper business practices. Under this settlement, Creasey will be compensated until September 1974 in accordance with that contract.



## WE NEED YOUR HELP!

MAY WE ASK FOR A FEW MOMENTS OF YOUR TIME TO HELP US PROMOTE GOLF?

Since 1936, the National Golf Foundation has had the responsibility of tabulating and keeping up-to-date statistics on the tremendous growth and development of golf facilities in the United States.

The courtesy and co-operation of facilities such as yours has enabled us to become the nation's source of golf information, with complete and reliable statistical information files on over 10,600 golf facilities.

If yours is a new facility, we would like to add information about your club to our ever increasing data file. If your facility is already in our file, we want to make sure we have the most current information possible.

The information we receive from this Questionnaire is regarded as STRICTLY CONFIDENTIAL and the general information released from our files in the form of Information Sheets (such as the enclosed ST-1 Report) in no way identifies a particular golf facility.

Your time and co-operation is very much appreciated as it will help the Foundation to continue to serve existing golf facilities and to increase the potentials of the game of golf. (For an outline of the ways in which the Foundation is of service, see the enclosed chart "National Golf Foundation: Its Purpose, Its Programs.")

Cover page of NGF questionnaire

type of golf facility we must bring our unique storehouse of golf information up to date."

Rossi said the "Golf Update" questionnaire has been especially designed for quick and easy fill-out and features humorous cartoons to make it fun to complete. It is arranged for computer analysis, for quick "readout" of informa-