

GOLFDOM

A MEMO TO ADVERTISERS

WHERE DID ALL THE GREEN GRASS GO?

This may very well be the sad title of future ballads by ecology-conscious rock groups. Unfortunately, some of the largest expanses of America's green grass, now in the form of urban golf courses, will soon disappear. In fact, since 1968, over 100 urban courses have been wiped out by man's ever-expanding concrete structures -- by housing, industry, and shopping centers -- and, even more insidiously, by excessive and narrow-minded taxation. More explicitly, in New York, Cleveland, Los Angeles and Chicago alone, over 11,000 acres of golf course land have been destroyed in the last decade.

GOLFDOM's sister publication, GOLF Magazine, in its October issue, presents the sad state of affairs in a major article titled "GOLF: America's Vanishing Green Belt." And GOLFDOM, in this issue, discusses the problem in "The Vanishing Urban Course."

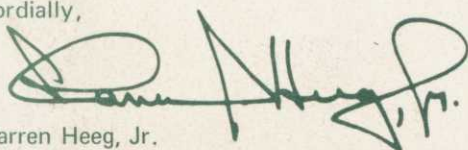
As publishers of the leading consumer and industry publications in the world of golf, we would be less than responsible if we did not bring the fact of this alarming situation to the attention of the principals involved. We are doing this now to both consumer and industry and we have gone even further, by recommending a strong five-point plan as a solution.

However, the industry must now, with the backing of a concerned public, pick up the ball. Golfers will be incensed by the grim situation exposed in GOLF's exclusive article; but club administrators, pros, managers, and other officials and organizations must lead the way in effecting a solution -- in cooperation with enlightened city, state and national government officials.

We know you will be shocked and aroused both as a member of the industry and as a private citizen by these articles; however, unless these emotions are channeled toward solid action, little will be accomplished.

Let's do something about it. Now!

Cordially,



Warren Heeg, Jr.



GOLF AND THE VITAL ISSUE OF ECOLOGY



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GOLFDOM

INCORPORATING GOLF BUSINESS

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FAMILY OF SPECIAL INTEREST MAGAZINES.

VOL. 44 NO. 9

SEPTEMBER, 1970

Golf and the Vital Issue of Ecology

36 The Vanishing Urban Course

If permitted to continue unharnessed, urban sprawl will leave behind only concrete and asphalt where once the open space and greenery of golf courses offered respite. The club industry and the public must join to halt further devastation. GOLF Magazine offers a hard-hitting plan of action

40 Adjusting to the Environment William Day

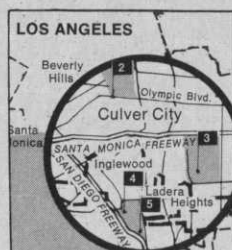
Golf courses are ideal ecological testing areas, provided the approach blends sophistication and sensitivity to the land

42 Will the Insects Take Over? Fred V. Grau

What is the future of turfgrass without the traditional control insecticides? Alternative natural controls presently are being explored, which will help the superintendent reconcile the problems of turf care and pollution

45 Contribute to Survive Eliot C. Roberts

Because of increasing urbanization, golf courses must begin to strengthen their positions in the public's mind by bettering the total community environment



Reports

54 Pro Shop Business: Hurting but Hopeful

Most professionals agree that the tight money situation has cooled forecasts of record sales in 1970. But in general, pro shop sales are at least holding their own and pros are optimistic about the future

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Illustration by Martin Trossman

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JOHN FRY—Editorial Director

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Western Office

ARTHUR H. MORSE II

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WILLIAM RUDE

680 Beach St., San Francisco, Calif. 94109
(415) 885-0570

Los Angeles Office

ROGER LEEN

3440 Wilshire Blvd., Los Angeles, Calif. 90005
(213) 381-7731, 32

WARREN J. HEEG, JR.

Advertising Sales Manager

Eastern Advertising Office

ARTHUR MAY

VINCENT ATHERTON

BRADFORD ENGLISH

235 E. Forty-fifth St., New York, N.Y. 10017
(212) 683-3000

JOHN P. ALTEMUS

Manager, Synergy Status Sports Group

Midwestern Advertising Office

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Manager, Midwestern Operations

RONALD D. RIEMER

DAVID BOLGER

TOURISSE GREENFIELD

400 West Madison St., Chicago, Ill. 60606
(312) 346-0906

Advertising Representatives

METROPOLITAN PUBLISHERS

REPRESENTATIVES, INC.

Detroit, Michigan

ROBERT W. MORIN

10535 Nadine Ave.

Huntington Woods, Mich. 48070

(313) 544-0268

Florida & Caribbean

924 Lincoln Road, Suite 203

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(305) 538-0436

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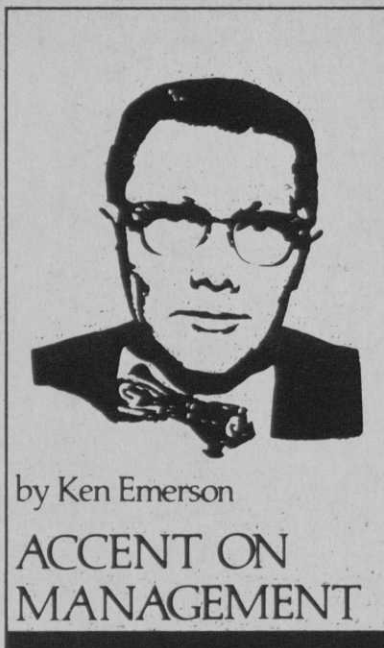
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by Ken Emerson

ACCENT ON MANAGEMENT

Alliance draws up high power program

When troubles multiply until it seems that nothing more can possibly happen, the example of sincere men working together to turn problems into opportunities is inspiration to the rest of us.

Such an event occurred—again—at the third meeting of the Allied Assn., renamed the Alliance of Club and Golf Organizations.

Much more than a new name came out of the meeting at Riviera Beach, Fla., on July 20th. Attended by representatives of the USGA, PGA, Golf Course Superintendents of America, Club Managers Assn., American Society of Golf Course Architects, National Golf Foundation and National Club Assn., the Alliance renewed some old relationships and laid groundwork for a pioneer, industry-wide venture into the legal, legislative and public relations fields.

The Alliance broke new ground in undertaking the development of a legal and legislative program. At its previous meeting last May members of the Alliance had requested the National Club Assn. to draw up such a program.

The plan presented at the meeting would permit the Alliance to coordinate its efforts in diverse areas such as national and state legislation on income, excise and real estate taxes, the Fair Labor Standards Act, civil rights of private association and the ecological

and financial burdens of maintaining open spaces and recreational property.

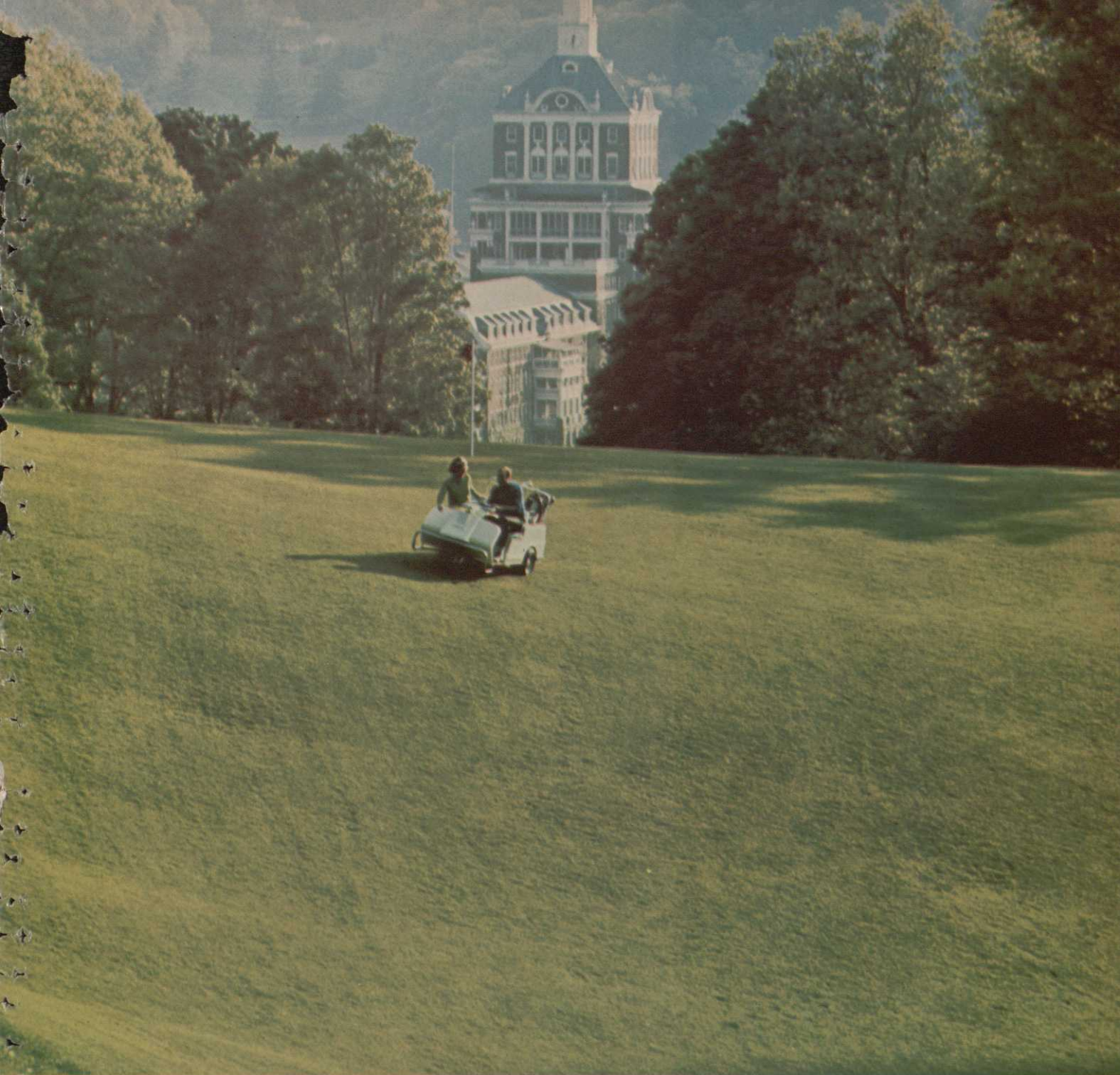
Of particular concern to those present is a growing tendency on the part of many states to tax golf course property on the basis of its potentially highest and best use. Faced with the prospect of having their 120 to 140 acres taxed as if it were a high rise or a supermarket, many small private clubs and daily fee courses are considering abandoning their land and selling out to other interests. The resulting loss of golf courses and green areas (see "The Vanishing Urban Course," p. 36) can only have a detrimental effect on golf and ecology; and the Alliance, through a combination of education, publicity and favorable legislation, hopes to reverse this trend.

Other aspects of the Alliance program include action on the Tax Reform Act of 1969 and future tax legislation and a study of the new amendments to the Fair Labor Standards Act. Both the tax and the labor legislations will certainly markedly increase the cost of doing business for the small private membership club and on the investor-owned daily fee golf and swimming club.

Further, serious concern was expressed that recent legislation, which now taxes a portion of the income that a non-profit club can have, is both unrealistic and short sighted. Many fear that further legislation in this vein will only put additional, perhaps fatal, financial pressure on an already overburdened industry.

Other action planned by the Alliance program would institute a long range public relations effort and begin statistical studies that would include a club and golf census and an economic survey.

Although no final action was taken—the associations will submit the program to their directors and executive committees and report back to the Alliance at their next meeting later this year—the clearly expressed desire of the participants to work together and the time and effort put into the meeting becomes one of the most heartening events in a year that—so far, at least—has brought little but bad news to clubs. □



Photographed at The Homestead, Hot Springs, Virginia.

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