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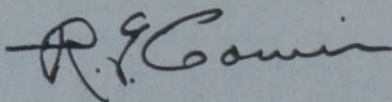
Your next issue of GOLFDOM, datelined August, 1974, will come to you under new auspices—but with unbroken continuity of subject matter, editorial vigor and dedication to the strength of the industry.

As we go to press, the purchase of GOLFDOM from Times Mirror Magazines, Inc., by Harvest Publishing Co. of Cleveland is so new that full details are not yet available. You should know, however, that Harvest, a subsidiary of Harcourt Brace Jovanovich, Inc., has a solid century of publishing experience to its credit, with a roster of special interest magazines which includes two other business publications. We have great confidence that in turning over GOLFDOM to its new management, we are assuring that you will continue to be served well and faithfully by your industry magazine.

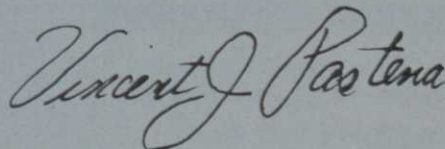
The new publisher of GOLFDOM will be Arthur V. Edwards, and you will be hearing from him frequently in these pages from now on. We expect, too, that a number of the editors you know will elect to continue with GOLFDOM, but their decisions are not yet on record.

For ourselves, we want very much to tell you how much we have enjoyed our association with you—to thank you for your warm interest in GOLFDOM—and to wish you and the magazine continued growth and success.

Sincerely,



Robert E. Cowin
Publisher



Vincent J. Pastena
Editor

GOLFDOM

THE BUSINESS MAGAZINE OF GOLF

TIMES MIRROR VOL. 48, NO. 7, JULY, 1974, INCORPORATING GOLF BUSINESS
A PUBLICATION IN THE TIMES MIRROR COMPANY'S FAMILY OF SPECIAL INTEREST MAGAZINES

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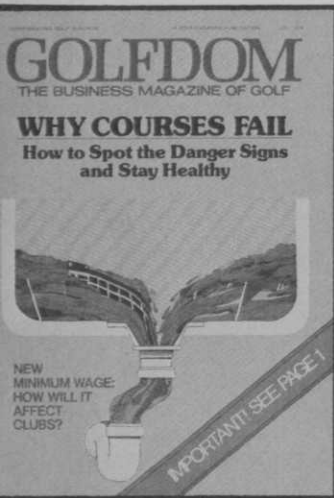
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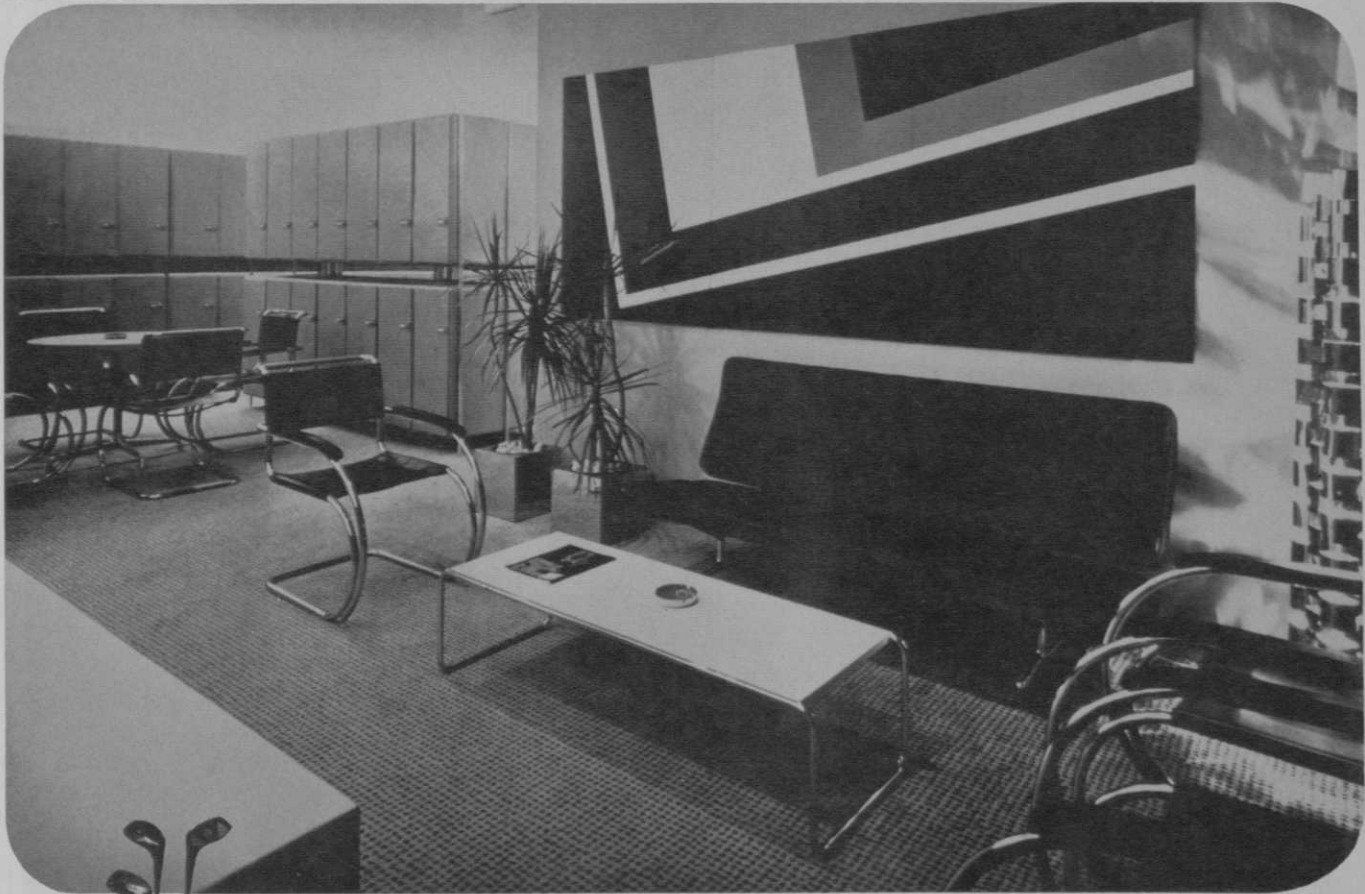
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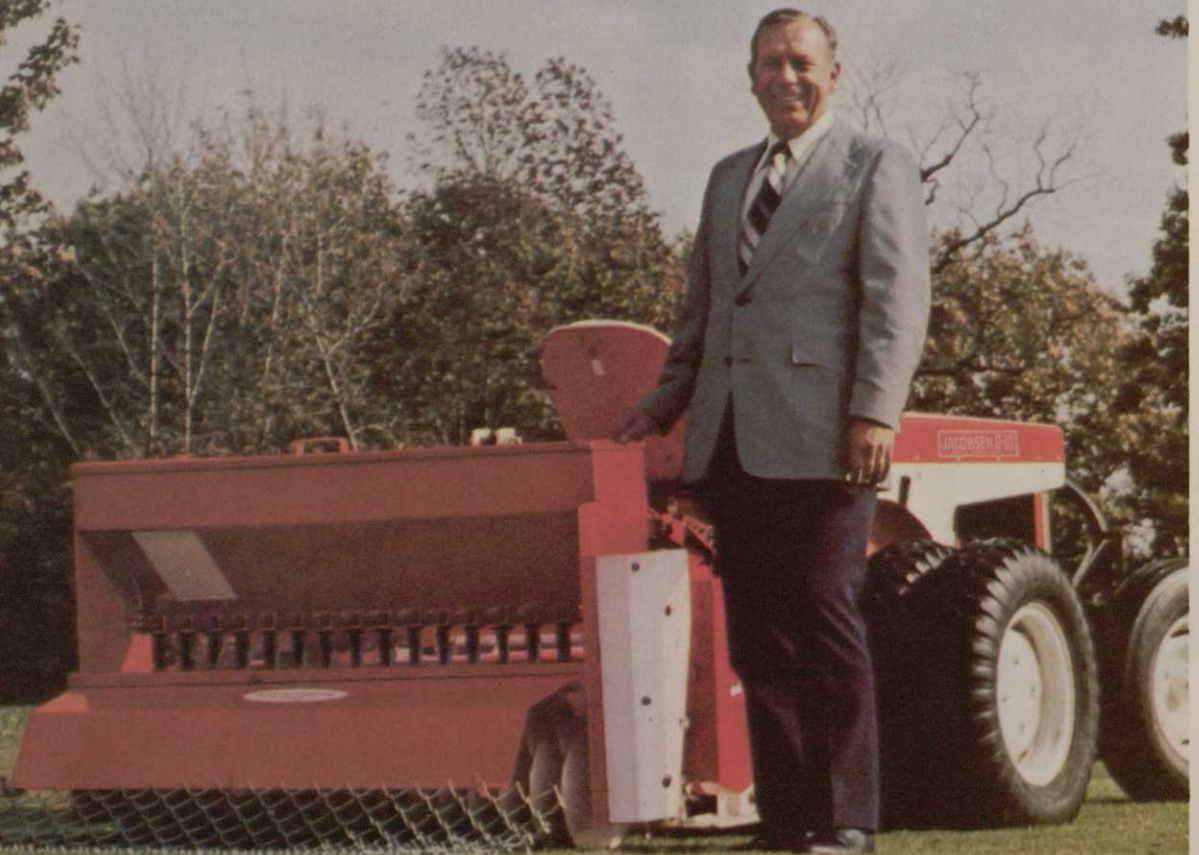
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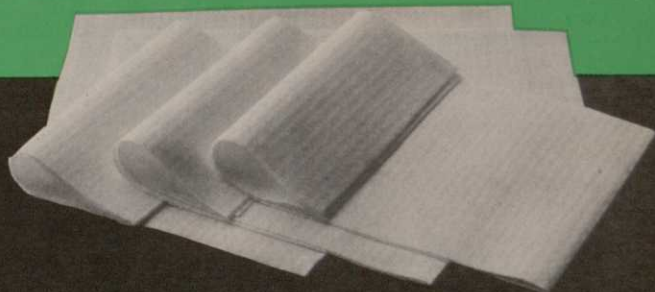
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HERB GRAFFIS

SWINGING AROUND GOLF

TPD OPENS ITS BOOKS

Deane Beman, the commissioner of the Tournament Players Div. of the Professional Golfers' Assn., has made a smart move in the early stages of his new job; he let everybody know the score on TPD operations in a brief press release that included the division's financial report for 1973.

Gross income was \$2,870,761, derived mainly from TV and films; expenses were \$1,122,902, including the New York office's \$328,446, and net income was \$90,640. This sort of information could probably have prevented the split in the PGA; tournament players were not told what was happening to their money.

Hoping to return these players to the fold, the PGA is wisely making it easier for them to get the schooling they need to qualify for jobs at clubs or resorts. In view of the public's growing dissatisfaction with the current colorless, overpaid herd of professional athletes, the professional golfers are farsighted in closing ranks for their own good and the continuance of public interest.

D'ANGELO: JACK OF ALL GOLF

There is a line I particularly like in the biography of Peter D'Angelo, the new president of the Club Managers Assn. of America, that was printed in the association's *OUTLOOK*. It reads: "He joined the Broadmoor CC first as a caddie . . ."

Peter joined as a caddie; that's much better than having joined as a member. A caddie learns the country club business from the underground pipes to the top of the flagpole.

The way Peter joined his first club, he began to learn about the professional's department; the course; the clubhouse and, above all, about the members.

Peter D'Angelo became an eminently valuable country club manager by

knowing very well the closely-interrelated work of all the club departments; departments that must operate smoothly to be satisfactory to all the members.

These days, when probably a thousand or more country clubs each have property valued at \$1 million or higher, the manager, professional or superintendent who doesn't know enough about the jobs of his fellow department heads to know how to work well with the other fellows, is a second-rate man. The club has too much money involved to depend on a man who only knows how to teach golf and sell clubs, balls and golfwear; on a man who only knows how to grow and mow grass or on a man who can only run a restaurant and bar business.

SPORTS HEROES DYING, BUT WHO CARES?

This year we have witnessed three of the most significant occurrences in recent sports history.

In golf, for the first time since World War II, the tournament circuit prize money has not increased.

In baseball, the frantic planning to make Henry Aaron's home run performance look like the Second Coming of Babe Ruth scored no stronger with the public than did Roger Maris when he beat the Babe's record for a year of home runs.

In football, the strongly unfavorable public reaction to the World Football League's recruitment of players at higher salaries stirred even the sportswriters. The writers, however, were slow to realize that the WFL's story was primarily a promotion of the pro footballers' agents exploiters who have yet to show that they have done any good for the sports to which they have attached themselves.

Although some people may have been amused by the story of the three Miami Dolphin players whose agent signed them with Toronto, it serves as

a warning to those who make sports a profession. The older fans write to the papers accusing the agents' clients of disloyalty. They comment on the players' plea, "We are looking out for our families," by stating, "Money is everything to you; you'd sell out your families for more money."

Golf's tournament professionals are beginning to spot their own danger signals. But these professionals, who make a lot of money out of charity golf shows, continue to be slow in giving to golf's own charity, National Golf Day.

They'd better watch it. The American public has never elevated tightwads to pedestals.

CROMIE TO BRING NEW LOOK TO CDGA NEWS?

Bob Cromie has been hired by the Chicago District Golf Assn. as a publicity consultant. This may be another brilliant move by the CDGA, similar to the hiring of Carol McCue, the smart young woman who brought the CDGA charities golf tours into the big time. Carol, with ex-caddiemaster John Cohavane and others, made the CDGA operation the envy of association officials.

Golf club publicity is sagging dangerously at a time when economic and social propaganda sorely is needed. Tournament publicity, despite the talents of a Tom Place, simply cannot create color for the nice young fellows the public regards as highly-paid mechanics.

Cromie was a war correspondent for the Chicago Tribune; a sportswriter and backstop for that paper's entertaining Charlie Bartlett.

Cromie, presently the Tribune's book reviewer, has been hosting a televised book reviewing show that is an outstanding example of first-class interviewing. It's going to be interesting to see what he can do to modernize the sectional publicity of golf. □

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BOB RICKEY

INSIDE THE INDUSTRY

HEAVY TRAFFIC ON GOLF COURSES PREDICTED

Twice a year the top people in the National Golf Foundation routinely assemble to review the events affecting golf; more specifically, those aspects of the golf industry with which the NGF is most involved. These include promoting more golf course construction and instructing golf teachers in the universities of this country to be a more integral part of the golf scene. The second purpose for the semi-annual gatherings amplifies the first: these sessions allow the golf experts to exchange and compare notes concerning potential problems affecting the golf industry.

Such a meeting was held in Chicago early in January. The fact that the top brains of the foundation congressed in defiance of snow and cold rather than warming in Scottsdale's gentle sun (the original meeting site), dramatized how profound was the conviction of executive director Don Rossi that the energy crisis could damage the foundation's immediate goals and retard the over-all momentum of the golf industry.

Consequently, it was a sober group that convened in the Windy City to hear such outstanding golf leaders as Mark Cox, Professional Golfers' Assn. executive director; Ken Emerson, National Club Assn. executive director and Gerry Marlatt, Club Managers Assn. of America president. Interestingly, although none of these gentlemen had been asked to discuss the effects of energy shortages on the golf industry, each one devoted most of his comments to that subject. None of the speakers were present to hear the others, because their busy schedules called them away; but each left behind essentially the same message and in absolutely positive terms. In the collective opinion of these three experts, a gas shortage of long duration will cause unprecedented usage of golf

courses. They reasoned thus: because traveling and exotic vacations will be curtailed, Americans will turn their energies to their nearby golf club, regardless of its classification, for their chief source of fun and recreation. Further, these experts predicted that a comparable demand will be exerted on such other facilities of the golf course as the dining rooms, bars and tennis courts. They concluded with a warning. Unless the industry is prepared to reckon with the massive invasion of people, these very people would turn to other activities in which to invest their time and money.

In the ensuing six months since these provocative thoughts were expressed, it has become obvious that the golf industry is facing one of its greatest challenges and an equally great opportunity. We who control golf's direction must do so with ingenuity and flexibility. With these qualities, we can take advantage of this opportune time. Not since World War II have conditions so necessitated a unification between the golf leadership and the golf constituency to ensure the survival and growth of the industry. The opportunity is there, if everyone acts in concert. We must do what the times and conditions require: simply, cooperate with one another. This is not the time to do battle. □

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