

Golf in Myrtle Beach: From Generation to Generation

The release of the inaugural issue of “Sports Illustrated” was preceded by a lavish sales conference at the Pine Lakes Country Club here in Myrtle Beach, just weeks before that first magazine hit the newsstands.

The year was 1954, and that issue represented the first generation of the “Sports Illustrated” brand. Sure, the magazine’s mission and content have remained the same, but it’s evolved over these last 60 years. The print product is much glossier in 2013 than its 1954 counterpart, while the logo has undergone an overhaul. And readers in the ‘50s would have to travel to a newsstand or open their mailbox for the latest issue. Today, it’s just a mouse click away.

It’s a generational thing; “Sports Illustrated” remains committed to keeping tabs on all the happenings in baseball, basketball, football, hockey, golf and all other major sports. It’s just refined its process through each consecutive generation.

Golf is the same way. Myrtle Beach’s courses, like Pine Lakes, have stood for generations. It’s just the players who have changed ever so slightly through each passing decade.

The game of golf is a multi-generational one, where fathers or grandfathers, not to mention mothers or grandmothers, teach their loved ones how to connect with the ball for that perfect drive from the tee, as well as making sure to properly read the green before sinking that all-important putt.

And with each generation, the tools and players of golf change ever so slightly. But those basic fundamentals are ones that have been handed down from father to son to grandson, and from mother to daughter to granddaughter.

This passing of the torch is on no greater display than the annual Father and Son Team Classic held each July here in Myrtle Beach. Plus, there are always family teams of two who make their way to the Grand Strand for some friendly competition, a perfect getaway and the chance for the older and younger generation to learn a thing or two from one another.