

NEWS OF THE INDUSTRY

Depositions Filed in 'Pro Only' Suit

Depositions have been filed and both sides were waiting at presstime for a preliminary hearing date in the \$8.4 million, United States District Court suit against 14 well-known golf equipment manufacturers.

The suit, filed by Morris and Laurence Mages, operators of Chicago sport shops, alleges manufacturers and members of The Professional Golfers' Association of America conspired to deny the Chicago firm access to "pro only" lines of golf equipment.

Stanley P. Sklar, co-attorney for the plaintiffs, said two depositions have been submitted to Judge Bernard M. Decker, of the U.S. District Court for the Northern District of Illinois, Eastern Division. A deposition is the written testimony of a witness under oath.

Henry L. Klein, the second co-attorney for the Mages is representing Golf City in New Orleans in a similar but comparatively smaller suit. The Golf City case comes to trial in October.

New USGA Technical Man Works on Distance Standard

A new staff position and a new man to fill it at the United States Golf Association are involved with USGA's thoughts about a new "Rule of Golf to stabilize the game."

Frank W. Thomas of Wyndmoor, Pa., is the new technical director of USGA, charged with an initial project concerned with an overall distance standard. In a statement, USGA explained that it is contemplating a new rule which would regulate the overall distance a ball may travel and the overall distance provided by a club. At the present time, the distance characteristics of the ball are controlled only by a regulation which governs the ball's initial speed; that is, its speed over the first few feet of its flight. There is no present regulation governing the performance of clubs.

The Association says one of its paramount aims is "to protect the game of golf from further diminution of the skill element through development of equipment which provides more distance." And the appointment of Thomas in the position as technical director, USGA says, was

made to assist the Association in this regard.

Thomas, who came to USGA from Shakespeare/Plymouth Company, will conduct all USGA programs relating to the control of golf equipment, and maintain liaison with golf equipment manufacturers. At Shakespeare/Plymouth, he was chief product design engineer and national professional sales manager. His achievements include design and development of graphite shafts produced by Shakespeare.

Archery Sales, Study Shows, Are Fastest Growing in '74

Archery equipment, a new study sponsored by the National Sporting Goods Association indicates, probably will be the fastest growing sports product line in 1974. The survey sampled 32,000 families — connecting annual incomes to sporting goods purchases. While archery equipment sales (increasing about 35 percent this year in the survey estimate) were sports leaders in 1974 . . . tennis was the overall increase leader since 1972 (30 percent annual growth of sales of tennis gear, according to the survey).

MacDonald: 'Bright Future, But Future With Problems'

The outlook for golf business is bright, but it is not an outlook without problems, according to National Golf Foundation president Paul R. MacDonald. He is vice president sales, Dunlop Tire and Rubber Corp. Sports Div., and has been NGF president since April 30.

Responding to questions from GOLFDOM about the future of the golf business, MacDonald listed three major areas of concern: First, all associations and groups involved in the business should get together in a concentrated effort to "conquer the cancer" of slow play. It simply is taking competitors and players away from the game, he said. Second, MacDonald believes in strong emphasis on the building of more courses of a municipal nature. And third, he believes the business must concentrate on the survival of many existing clubs suffering under the weight of inflationary pressures.

MacDonald was elected president of NGF at the organization's annual spring meeting in Tarpon Springs, Fla.

Association Leaders Attend Golf Foundation Meeting

Executive Director Don A. Rossi last month organized an industry oriented program for the National Golf Foundation's summer meeting which proved to be an appraisal of golf industry pluses and problems for the coming few years. The session was held at the Rolling Green Country Club, Arlington Heights, Ill.

On the program — and in a single meeting for the first time on record — were executive secretaries and directors, and industry representatives of practically every major golf industry organization. Participants included: Carlo McCue and Charles Eckstein of the Chicago District Golf Association; Glenn Hartung of Rolling Green Country Club; Tom Ondeck of the National Club Association; Mark Cox of the Professional Golfers Association; P. J. Boatwright of the United States Golf Association; William Knoop of the Golf Course Superintendents Association of America; Dr. James Watson of The Toro Company; Louis Szep of Cherry Hills Country Club, Denver, Colo.; Horace Dun-