

NEWS

continued

Merchandising Show to be held Jan. 26-29 near Orlando, Fla.

More than 4,500 persons are expected to attend the show, and private rooms may be available for companies on the waiting list to attend the show.

Headquarters for the show being held for the first time indoors are Contemporary Hotel Resort Complex about 15 miles southwest of Orlando, in Disney World.

It is expected many pros will combine business with pleasure because of the family attraction of Disney World, and the abundance of accommodations in the area.

Equipment, Softgoods Execs Eye Better Golf Promotion

Organization of separate committees for golf softgood manufacturers and discussion of the upcoming decision on the overall distance standard for golf clubs and balls were the main topics of concern at the fall meeting of the club and ball manufacturers last month.

The manufacturers met with other sporting goods industry executives in the Rancho Bernardo Resort near San Diego, Calif.

"We are trying to bring shoe, softgood and other manufacturers connected with the industry together to work more in conjunction with our organizations and the National Golf Foundation," according to James R. Butz, president of Victor Golf Co., Morton Grove, Ill., and president of the club association.

"We feel that the NGF is our number one arm for promoting the industry, and feel it is important for all of us to be working together," Butz said. He said preliminary meetings were held to get things started, and further work will be done in the future.

Butz said there was also quite a bit of discussion about the USGA overall distance standard that is to be decided early next year. Ball and club manufacturers feel it might take longer than originally thought to get a workable standard, but are impressed with the spirit of cooperation between the USGA and industry executives, unlike the past in many cases.

The annual meeting of the Sport-

ing Goods Industry associations will be April 20-23 in Dorado Beach, Puerto Rico, at the Cerromar Beach Hotel. Representatives of the USGA will be on hand to discuss technical standards.

The Golf Ball Manufacturers Assn. and the National Assn. of Golf Club Manufacturers are based in Chicago.

Arizona Club Owner Hosts Ford, Echeverria

Harry C. Pollock, owner of Tubac Valley Country Club north of the Mexican border in Arizona, is probably wondering what to do for an encore after recent events at his course in the past few months.

First, his club pro, PGA member Denver Cawdill, ran for governor on the Democratic ticket in the state, but was defeated in an early September primary.

Then American Airlines came out with a brochure naming his course as one of the 50 "greatest" golf courses in the world.

To top it all off, President Ford's historic meeting with Mexican President Luis Echeverria late last month was held at his club.

"Our club is one of the most beautiful places in the area," Pollock told GOLFDOM, "and it was ideal for protection purposes because it only has one road into the club for miles."

Pollock said his staff had nothing to do with setting up the meeting. Members of the White House staff showed up one day to ask permission and got it.

Pollock said that Ford's appointment secretary, Warren Rustand, is a native of the Tucson area, and often plays the Tubac course, and this is probably where the idea came from.

Pollock said there were about 200 persons from the White House at his club, about 100 of whom were security forces. There were also 300 members of the press corps that had to be accommodated.

Ford and Echeverria took over Pollock's home, which is on the course grounds, and Pollock's staff put together a buffet luncheon for all of the visitors, under the direction of a White House chef.

New Orleans 'Pro-Only' Suit Finally Gets Day in Court

After a three-year wait, a Federal Court in New Orleans began its hearings into the much-heralded Golf City anti-trust suit, Oct. 25. Six golf equipment manufacturers and the PGA are defendants in the suit, filed by the Crescent City golf merchandiser.

Golf City had charged that the companies have allegedly denied access to the "pro-only" lines of equipment through an agreement, written or otherwise, in which manufacturers decided that only pro shops would market the items.

Judge James A. Comiskey is hearing the case in his New Orleans courtroom, since Golf City had waived a jury trial. Head counsel for Golf City is Henry L. Klein, a 30-year-old Tulane University graduate, who will be pitting himself against some top corporate law talent in a trial which could go beyond January.

Commenting to GOLFDOM on the case, Klein noted that the suit was not filed to do away with "pro-only" lines, although he conceded that many in the industry look at a losing verdict as a severe blow to that type of merchandise. "Even if we win this case," said Klein, "I don't see the 'pro-only' lines collapsing and companies forced to sell their clubs to discount stores."

A member of the board of directors of Golf City, Klein is also involved, as an attorney, in another manufacturers suit in Chicago. Morris H. Mages, a Chicago sporting goods dealer, has filed suit against several manufacturers, stating that the companies' restrictive merchandising policies have cost him at least \$280,000 annually.

Tennis in Spotlight At New York Sport Show

A tennis business seminar and a tennis fashion show were highlights of the International Sporting Goods Exposition held in New York last month.

Basics of the tennis business — from store layout to customer satisfaction — were encapsulated into a