

one-hour seminar which 300 people attended.

"Price, convenience and selection are no good unless you let people know about them," said J. W. Wilson, Weston, Mass., as he discussed various methods of promoting a pro shop.

Some of his suggestions were "if you sell clothing, wear the newest styles and colors," use new equipment, place announcements of new fashion and/or equipment arrivals and sales in the club newsletter, lockers, bulletin board and lobby.

Some of the points brought out in the tennis fashion show were the tremendous increase of tennis apparel manufacturers in recent years. There are about 200 today.

"As a result," said Norman Thier, buyer for Herman's World of Sporting Goods, Carteret, N.J., "it is now much more difficult and time-consuming to make the proper choices. On the plus side, the competition is forcing our vendors to become more innovative and try just a little bit harder."

He said it is vital to see as many lines as one possibly can and to look for three basic ingredients when selecting suppliers: the manufacturer that is totally committed to tennis fashions, one who is imaginative with style, design, colors and fabrics, and resources that are fairly priced and delivered when promised.

Color trends and fabrics also occupied an important segment of the fashion seminar.

"Until recently," he said, "we had either all white or white a little bit pregnant with colors. The baby was finally born and today color-smashing forehands, backhands, volleys and aces are all over the courts."

In fabrics, he pointed out that 18 months ago, 100 percent doubleknit polyester was used almost exclusively; today, the variety seems endless with polycrepes, cottons, lycras, nylons, cotton-backed dacrons, texturized polys and acrylic knits taking over.

As for the warm-up suit, Thier said, "It has been re-styled, re-colored and re-born and everyone is wearing them." He indicated we can expect to see them on the street as well as on the court.

## Sugar Cost Up; Coffee Down; Beef Price Cut By Grading?

Recently proposed changes in Federal beef-grading standards could lower club managers' meat bills, but don't count on it.

Other watchwords for the managers are: the price of sugar will probably continue to go up, and the price of coffee down.

The proposed beef changes announced recently are aimed at reducing the cost of producing beef and providing leaner, less expensive meat. Industry and government officials say this would occur by reducing the fat required in carcasses that receive the top grades of U.S. Prime and U.S. Choice.

Under existing standards, it is presumed a certain amount of fat, or marbling, assures tenderness. The proposed standards would reduce the time animals spend in feedlots consuming increasingly costly grain, and thus reduce price.

Meat-industry analysts say these standards could result in average savings at the retail level of five cents a pound. But there are many who dispute the assertion that lower beef prices will result.

The thrust of critics' charges is that the proposals will result in a lot of beef currently rated good being sold as choice beef at the higher beef prices.

Hearings on the proposals began last month by the Agriculture Department. The new rules could become effective as soon as February.

The price of raw sugar has more than tripled in the past year, causing sharp jumps in the cost of sugar for restaurant use and in the cost of hundreds of products made with the natural sweetener.

"At the rate price increases are coming through I hate to hazard a guess as to what we will be paying for sugar in coming months," one club manager told GOLFDOM.

Demand for sugar has escalated in recent years both because of population growth and increases in the standard of living around the world. The United States only produces about one-half of the sugar it consumes, and must compete in the world market for the rest. As the economics of developing nations grow, people have more spendable income and they begin consuming

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## NEWS *continued*

more sugar and products which contain sugar.

Many major coffee companies cut prices five cents per pound last month, the second cut in two months. Prices were cut three cents a pound in August.

The reduction was in response to competition and lower green coffee prices, a spokesman for Maxwell House Division of General Foods Corp. said.

### Michigan Section of PGA Winner of Graffis Cup

The Michigan Section of the PGA is the first winner of the Graffis Cup — a perpetual trophy honoring the PGA section that contributes the most money on National Golf Day.

Top contributor in the section was Royal Oak Country Club, Royal Oak, Mich., with Don Soper leading with \$6,102. The club contributed \$16,887.

The Nebraska Section, smallest of the 38 sections, was second with

\$10,360. Florida Section was third with \$10,434. Individual leader was Max Crouch of Omaha Field Club with \$8,024. Total contributions were \$154,444.

The Graffis Cup is named in honor of Herb and Joe Graffis, founders of GOLFDOM.

### Maryland Agronomist Named To PGA Tournament Staff

Allan MacCurrach, 35, of Gaithersburg, Md., has been named agronomist for the PGA Tournament Players Division.

Commissioner Deane Beman said MacCurrach "will conduct advance sponsor visits to advise in course conditioning and maintenance."

MacCurrach's position is a new addition to the TPD staff. "Through this position we expect to further our goal of constantly upgrading the conditions of play in tournament golf," Beman said.

MacCurrach is a graduate of Burdett College in Boston and has an

A.S. degree from the Stockbridge School of Agriculture at the University of Massachusetts.

He has been associated with a number of golf clubs, most recently the Chevy Chase Club, Chevy Chase, Md., where he has been employed since 1966.

He is a certified member of the Golf Course Superintendents Association of America and the Mid-Atlantic Association of that organization.

He is a licensed tree expert in Maryland and holds one of two pesticide consultant licenses ever issued by that state.

### PGA Employment Service Aids Members and Clubs

Bringing together the country club manhunter and the job-hunting golf professional is the function of the revitalized PGA Employment Service which in two years has issued 34 job placement bulletins and helped fill vacancies in scores of golf shops.

A PGA professional seeking a new position may register with the service for a \$25 fee. This entitles him to receive the service bulletin that is issued periodically at an average annual rate of one a month.

These are issued more frequently during the winter months when most golf professionals are seeking placement or change of job before the opening of the traditional spring golf season.

Since the PGA executive committee breathed fresh life and vigor into the service in 1972, a total of 133 job vacancies have been posted with Don Smith's office. He is PGA administrative assistant who supervises the service.

These included openings for 65 head pros, 64 assistants and four golf directors. Job openings come to Smith's attention through direct request from club official or through PGA section correspondence in the columns of the PGA magazine, The Professional Golfer, and other golf publications.

### Sewage Sludge to Fertilize? Must Monitor Metal Content

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