

# NEWS OF THE INDUSTRY

## "Pro-Only" Suit Finally Settled?

Only two equipment manufacturers will be around in New Orleans Jan. 7 to find out whether they will still be able to sell their "pro-only" club lines to just pro shops, as the Golf City anti-trust suit comes to a close.

As GOLFDOM went to press this month the decision of Federal Judge James A. Comiskey on the month-long case was pending. Final arguments were made on Nov. 21 by both sides. Wilson and PGA/Victor were the only defendants left of over 10 companies which were first brought up in the initial charges by Golf City. The majority of the other firms had made cash settlements with Golf City out of court, while others lifted their ban on sales to the operation.

The New Orleans' store had filed its suit based on the belief that the manufacturers had allegedly denied

right to sell their "pro-only" lines through collusion. Head counsel for Golf City, Henry L. Klein told GOLFDOM in late December that he felt a favorable verdict toward his client would not necessarily set a precedent which would eventually force manufacturers to sell to retail outlets, although Klein did state that it, "might open the door for further legal thrusts by the retail community."

Much of what has transpired in New Orleans could be valuable experience for both sides, as another suit comes on the horizon. Chicago sporting goods dealer Morris H. Mages plans a similar court battle against the manufacturers' restrictive merchandising policies. Klein is also involved in that action and chances are good that he will be meeting a lot of the same legal foes that he met in New Orleans again.

## Report Shows Clubs In 'Stagflation'

Fighting inflation to stay in business seems like the only answer for the private clubs this year. In its recent yearly report to the nation entitled "Clubs in Town and Country", the accounting firm of Harris, Kerr, Forster & Company revealed that clubs are keeping members' charges at a lower rise, than their rapidly escalating costs.

Covering the operating results of 100 clubs each in both the city and country, the report bears up that both types of club have higher sales and incomes than in 1973. In fact, the city clubs showed an increase in sales and income of 5.2 percent, but net departmental expenses increased 6.4 percent, resulting in a drop in departmental income of almost 11 percent.

In the country operations, the in-

come and sales were almost seven percent, but total departmental increases were up 7.4 percent. Net departmental expenses increased 10.4 percent.

Similarities in the study toward the two different types of clubs showed that food, rent, taxes and insurance all rose. Country clubs saw food and beverage increases go up to eight percent. The 100 country clubs that responded all had at least an 18-hole golf installation and during the past year, the clubs showed an increase in net golf expenses of almost seven percent.

At the city clubs, total membership was down four-tenths of a percent, while the reverse was true at the country clubs with an identical increase.

## American Course Design Accepted All Over World

Even though golf has its roots deeply imbedded in Scottish tradition, there is no doubt that the "Americanization" of the game has become almost complete. The point is even more obvious in the design of the golf course today.

Robert Muir Graves, president of the American Society of Golf Course Architects, believes that the practice of American course design has been universally accepted all over the world. "When some one wants a great course, whether it is in Japan, Africa, or anywhere else, they go to U.S. architects."

Graves bases his theory of "Americanization" on the ability of U.S. architects to handle the three types of design — heroic, strategic and penal. Besides that, American designers are responsive to the important principles of maintenance, irrigation and drainage.

Graves further endorses the "Made by Americans" label by adding, "Today we attempt to blend the historic with modern technology to provide a beautiful course that provides a fair challenge, yet can be easily maintained with modern equipment."

## Irrigation Specs Published By Sprinkler Association

The Sprinkler Irrigation Assn. has published "Recommended Installation Specifications for Sprinkler Irrigation Systems for Turf and Landscaping."

It is designed to serve as a national standard for the installation of irrigation systems and to establish the lines of authority and responsibilities between the irrigation contractor/installer and the owner. It forms a guide for a complete installation of an irrigation system and is divided into sections covering general requirements, material specifications, installation procedures and owner's responsibility.

The section dealing with general requirements reviews the scope of the work to be completed on the specific installation, application of state and local codes and permits, coverage of bonds and insurance, verification of plans and specifications, working

conditions on the installation, responsibility for provision of utilities on the site, time of installation, workmanship, a review of quality assurance and operating instructions and record drawings.

The section covering material specifications reviews all equipment to be installed, requirements for bidding and provision for substitute equipment of equal or better quality than specified, and a listing of materials and equipment to be specified.

Copies are available for \$1 from the Association at 13975 Connecticut Ave., Suite 310, Silver Spring, Md., 20906.

### National Golf Foundation Releases Instruction Films

A five-unit color sound motion picture series entitled "Modern Golf Instruction" has been produced with the assistance of leading PGA-LPGA professional-educational consultants by the National Golf Foundation, reports NGF executive director Don A. Rossi.

Designed to replace the Foundation's 1964 series which enjoyed a six million viewing audience, the new series first introduces the game as a rewarding challenge for every age and skill level, then utilizes the latest in group and individual teaching methods to show simple, how-to-learn progressions for the sound mental and physical execution of skills. Critical learning moments are punctuated with slow motion, stop action and superimposed animation to increase retention. Top men and women collegiate golfers serve as model demonstrators while a realistic cross-section of players — juniors, men and women, and seniors — carry the learning message through to the viewer.

Requests for further information regarding preview, purchase or rental should be addressed to national Golf Foundation, 707 Merchandise Mart, Chicago, Ill., 60654. Or call 312-527-3564.

### Club Design and Repair Explained in New Book

Over the years, golf manufacturers have invested millions of dollars and years of research in equipment technology. They have produced hun-

dreds of club designs and accessory products, all with the intention of improving the game.

Each innovation, from dimple configuration to changes in weighting, has been accompanied by subsequent advertising claims that either overwhelm with technical detail or confuse with frivolous data.

Now, Faultless Sports, Division of Globetrotter Communications, Inc., has published *Golf Club Design, Fitting, Alteration & Repair: The Principles and Procedures*, by Ralph Maltby, director of marketing and product development for Faultless.

Liner notes for the book explain that the material in the book is presented "from a concise, technical point of view. But the applications are practical, easily understood by the professional and the amateur alike."

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## Tight Fertilizer Situation Continues

With the fertilizer situation still tight, and prices still on the upswing of a 350 percent rise in the last 1½ years, golf course superintendents may find themselves curtailing course maintenance programs, experts say.

"Most superintendents will first eliminate fertilizing of the rough," says William E. Knoop, director of education of the Golf Course Superintendents Assn. of America, "then the fairways and then the tees. The greens have to be fertilized to promote growth. The more traffic there is in an area, the more the grass must renew itself to maintain a surface. Greens get a maximum of traffic."

Meanwhile, in Washington, Fertilizer Institute President Ed Wheeler has said, "Suggestions that farmers in the U.S. or underdeveloped countries could gain substantial fertilizer supplies for food production if U.S. lawn and garden use was diverted are both cruel and misleading. It is cruel in that such suggestions have raised expectations far beyond our ability to provide, finance or deliver to the emerging nations."

Wheeler said it is unrealistic to talk about fertilizer being taken from golf courses in America to supply

The book was written to provide the golf pro with a selling guide enabling him to properly fit or adapt clubs to his customers' needs. It is intended to be a comprehensive volume explaining the logic behind golf club designs; definitions of terms; the functional relationship between such factors as swingweight, shaft flex and loft; and methods to apply this knowledge.

Chapters in the book are grouped into eight sections beginning with simple refinishing operations and progressing to more complex problems of custom fitting. The appendices deal with the specifics of performance and provide reference information. Cost of the book is \$19.95, and can be obtained by writing the company at 160 Essex St., Newark, Ohio, 43055.

*please turn page*

farmers in developing nations. He said what is needed is funds from the wealthier countries to secure fertilizer deliveries and to help pay shipping charges to the users. Quoting a recent report made by 36 state fertilizer regulatory officials, Wheeler pointed out that only 3.5 percent of total U.S. fertilizer use was being used for all non-farm purposes.

Experts have said that consumption of the three primary fertilizer nutrients — nitrogen, phosphate and potash — increased more than 10 percent from 1972 to 1974, despite product shortages. The availability of fertilizer materials in the U.S. was affected dramatically by the energy crisis, since large quantities of energy products are essential for fertilizer manufacture.

Domestic production capacity for nitrogen fertilizers increased only three percent in 1974 while consumption jumped by more than seven percent. Since it requires about three years to build a new plant, the only additional U.S. capacity that will be available in 1975 is that for which construction is well advanced. It is estimated total production this year should be up about three percent. Existing construction activities point toward an additional four percent production for 1976 and more than a 10 percent increase for 1977.

**Club Crests Make Money**

With tight money hampering pros in several areas of business, many of the country's golf merchandisers are looking for additional means of shop

income. An answer might come from hand-crafted work in India and South America.

With inflation looking down the ledgers of almost every company in the field, Gold Crest, Ltd., of California is marketing a product that has great demand, embroidered crests.

Obviously, exclusivity of product is insured for the pro at his own club.

Over a third of the country's 11,000 golf courses now carry crested insignias. Competition in the market is eliminated, since each club sells the crest alone and usually just to its members. Average sales projections indicate that crests are sold to at least 10 percent of the club's membership with the standard profit per unit running between \$8 to \$10.

Stressing club pride is certainly a marketing plus in attempting sales. Members wearing the club crest on a blazer at social functions may surely feel that they belong.

There are several merchandising ideas that can stimulate purchasing power. Display of the crest is imperative. If the club offers blazers, it might be a good idea to pin some of the crests on the coats for effect. The pro and his staff could wear the crests on caps or sweaters, as a constant reminder to the members.

Another way to get the crests in the consumer's eye is to offer them as prizes during club tournaments. The crests can also serve a dual purpose as the focal point of a tourney trophy or plaque.

Crests have an advantage to the pro in that they offer the insurance of usually never going out of style. Added to this are the facts that they involve taking up small inventory space and no advertising or discounting is involved. The club emblem is one product that seems to keep its purpose constant over the long haul.

Quality seems to be the rule in the manufacture of the crests. Craftsmen spend up to eight hours on each piece. Generally, the workers have had the art of embroidery passed down from generation to generation. Intricate patterns are fashioned of fine metallic strands containing gold or silver bullion.

Even with all its built-in advantages, crests do have some minor drawbacks. For instance, there is always the chance that a club might change its logo and the pro could be stuck with a backstock of older emblems. By discounting the old design and selling more of the new stock, initial losses can be equalized.

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other emblemized items are marketable including glassware, ashtrays, bag tags, money clips, blazer buttons, cuff links and cigarette lighters. Markup on all these products can be around the 100 percent range. With the golf market changing every day, crests could be a pro's hedge against the changing prices of the industry's other items. By keeping up with these possibilities of additional income, the golf merchandiser can enhance the shop's gross sales and at the same time upgrade the club's prestige to its membership.

### NRA's Menu Contest Opens

Entries are now being accepted for the National Restaurant Association's 12th annual Menu Idea Exchange contest. Competition in the contest's 18 different categories was opened on Jan. 2 by NRA president Henry W. Bolling.

More than 1,000 entries compete each year with 54 winning menus in all, three from each section. All top entries will be featured at the association's 56th annual National Restaurant/Hotel-Motel Convention and Educational Exposition at Chicago's McCormick Place, May 18-21.

Selected groups of experts will screen the entries with the final judging by a panel of merchandising specialists. Judging criteria includes overall appearance, merchandising or selling power, readability, imagination and originality. Each menu must be submitted in triplicate and accompanied by an official form, available from the contest organization, NRA, One IBM Plaza, Suite 2600, Chicago, Ill. 60611.

### Club Managers' Tip Records Come Under IRS Scrutiny

In a recently published article the fact was pointed out that failure to keep an adequate accounting of tip income can be disastrous. If a taxpayer's records are poor or non-existent, the IRS can make its own estimates, and courts have gone along.

Usually the IRS estimate relates to a work place — a country club, for

example — rather than to a specific waiter or waitress. From total sales, the IRS subtracts some allowance for low tippers. The result is divided by staff working hours to get a figure for average hourly sales per waitress. Then the IRS applies a tipping percentage. In one case, the IRS found from charge chits that tips on charged sales averaged 15 percent. So it used 12 percent to estimate tips

on cash sales, a figure that was trimmed in court to 10 percent.

### Good Grape Crop Will Keep California Wine Price Down

California wine prices appear to have stopped their upward spiral and in some cases may head lower it has been reported. One wine company cut prices 15 percent.

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## NEWS OF THE INDUSTRY continued

The current harvest of grapes is the state's third-largest crop ever — estimated at 3.8 million tons. Many wineries, instead of reducing prices, however, are taking advantage of the big 1974 crop to improve the quality of their wines while holding prices steady.

### Toro Expects Over 200 Will Enroll in Turf School

The Toro Co. expects more than 200 persons will take advantage of its offer of free tuition for courses in turf equipment maintenance and operation during the first season of its new Turf Products Service Training Center.

James Maloney, national service manager for turf products in Toro's



Golf is big business, and no better example exists than the growth of Taylor-Dunn from a \$4,000 investment in small basic electric carts for use in local agriculture over 25 years ago, to the multi-million dollar electric vehicle manufacturer it is today, including its Tee-Bird golf car. Pictured are the original plant (left) and the new plant today on the original site in Anaheim, Calif.

Outdoor Power Equipment Group, said a total of 15 classes, with sessions ranging from 2½ to nine days each, is planned during January, February, March, April and June.

The basic course in the program will cover theory of reel mowing, turf equipment applications, turf equipment operation, reel and rotary mower sharpening, turf products adjustment, trouble-shooting and

repair and basic hydraulic systems maintenance.

Toro has mobile service units operating in eight distributor territories and plans to expand this program during 1975. Maloney said there will be no tuition fee for the school, but that each student or his employer will be responsible for transportation, motel and morning

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# GOLDEN RAM —the consistent distance ball!

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and evening meals. The training center will be in a new building under construction in the Minneapolis suburb of Eden Prairie.

### Standard Golf Company Marks 50th Anniversary

To mark its 50th anniversary this year Standard Golf Co. has changed its name from Standard Mfg. Co. and added a new trademark. Its plant and offices remain at 220 E. 4th St., Cedar Falls, Iowa.

The company actually started business in 1910 by making steel gates, wagon tongues and farm-related equipment. In 1925, Standard began making a few wood poles, flags and steel cups for the golf industry. Three years ago, Standard sold their farm-related product division and now spends full time in the golf course accessory field.

Although W. K. Voorhees is retired, he still serves as a consultant

to his two sons, Robert and Maynard. Robert is president of the company and Maynard serves as vice-president and sales manager. Today, Standard is one of the world's largest manufacturers of golf course accessories. Each year, it has introduced new products designed and engineered to make golf course maintenance quicker, easier and less expensive. At the same time, these new products have added color and design to the best courses in the world. Standard distributes its products world-wide. Over 200 distributors handle the complete line of Standard golf course accessories.

### 500 Club Pros Take Aim At \$20,000 Disney Purse

More than 500 golf club pros will attempt to qualify for the ninth annual PGA-Victor/Etonic Match Play Championship set for Jan. 23-27 at Walt Disney World in Lake Buena Vista, Fla.

Victor Golf's PGA Div. had been sole sponsor of the Championship

since its inception. The addition of the Charles A. Eaton Co. as co-sponsor this year will hike the purse to over \$20,000, largest ever for the event.

The Match Play Championship is one of the more grueling tests of golf during the PGA's winter program. This year's finalists will play six 18-hole rounds over the last three days of the tournament.

Qualifying rounds set for Jan. 21 will reduce the field to 128 contestants. This group will engage in head-to-head matches over Disney World's demanding Palm, Magnolia and Buena Vista courses with the quarter and semi-finals both scheduled for Jan. 26. The Palm Course will be the setting for the 36-hole finale on Jan. 27.

Philadelphia Country Club's Joe Data, who picked up \$2,500 in prize and bonus money for his winning effort last year, is exempt from qualifying and will advance directly into the first round competition. Data defeated Dennis Tiziani of Madison, Wis., to capture last year's



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Match Play Championship. The tournament will be held in conjunction with the annual PGA Merchandise Show.

### NGF Releases Coach's Guide

Beginning February 1975, men and women coaches of secondary school and college-university golf teams will have a comprehensive reference written exclusively for the golf coach, which outlines essentials for preparing the framework of the inter-school program as well as methods for preparing the golf team. It is available from the National Golf Foundation.

Guided by NGF consultant and editor, Dr. Richard D. Gordin of Ohio Wesleyan University, material was authored by 10 prominent men and women coaches in addition to Dr. Gordin. Over 200 years of experience is represented.

Specific content focuses on methods of obtaining facilities and equipment, organizing the competition, organizing the team, teaching and coaching the fundamentals,

error correction, specialty shots, physical conditioning, practice methods and evaluation, rules and their importance, the mental process and golf, and some general thoughts about coaching. Cost of the *Golf Coach's Guide* is \$3.50. It may be obtained from the NGF, 707 Merchandise Mart, Chicago, Ill., 60654.

### Quantity Food Preparation Discussed in New Book

Food service has become a big business. Ask any club manager on a busy Saturday night at his club.

Because of its phenomenal growth in the last few years, the food service industry has been faced with the problem of maintaining quality while turning a profit and coping with labor shortages.

McCutcheon Publishing Corp. has published a book entitled, *Supervision and Management of Quantity Food Preparation: Principles and Procedures*, by William J. Morgan, Jr. The book is intended to help solve the problems entailed with development of new food processing tech-

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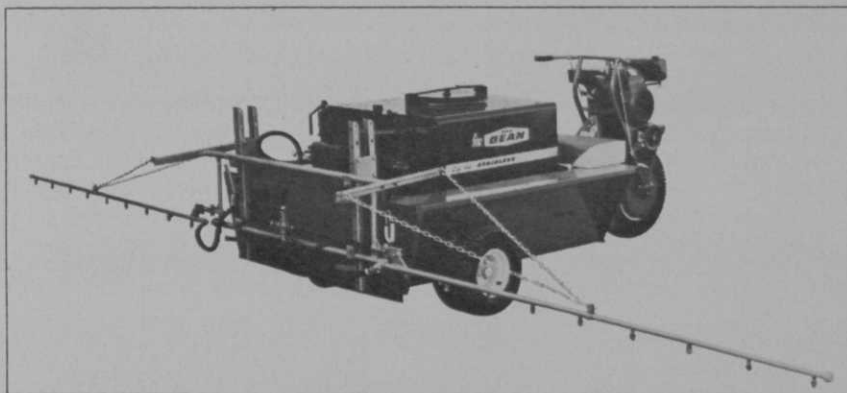
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niques and the centralization of both production and cost controls. The book includes discussion of sanitation; menu planning; controls of costs and labor; and the purchasing, storage, preparation, and merchandising of food. It provides the reader with practical approaches to all these subjects, presented from a management viewpoint, and includes such down-to-earth aids as a glossary of culinary terminology and a quantity food purchasing guide.

Morgan is currently an associate professor in the School of Hotel, Food and Travel Services at Florida International University at Miami. Cost is \$12.50. Further information can be obtained from the company at P.O. Box 1292, Berkeley, Calif., 94704.

### Colgate-Palmolive Acquires Maker of Tennis Rackets

Colgate-Palmolive Co. has acquired Bancroft Racket Co., Woonsocket, R.I. for Colgate shares valued at about \$4.8 million.

Colgate has merged Bancroft into a subsidiary in exchange for 220,000 Colgate common shares. Bancroft makes and distributes tennis rackets, tennis equipment and accessories, and it distributes tennis shoes and tennis balls made by Tretorn Inc. of Sweden. Colgate said Bancroft has signed a 20-year exclusive U.S. distribution contract with Tretorn.

### Course Management Seminar Set by USGA Green Section

The Green Section's conference of golf course management will be at Hotel Biltmore, New York, Jan. 24, the day before the USGA annual meeting.

"Economy Measures for Survival" is the subject which will present views of the Green Section's experts, club officials, superintendents, club general managers and veteran players. Attention will be given the golf car as an economic factor in fee course and club operation.

### American Tipplers' Tastes Changed by Rising Prices

A published report has found that beer is replacing wine as the fastest-growing segment of the alcoholic-beverage industry, partly because soft drink prices have shot up so high.

For years, beer consumption rose

at a steady 4.5 percent a year. This year, it is expected to rise by 5.5 percent, and it should stay over five percent for the foreseeable future, the experts say.

Whiskey keeps losing ground, reflecting a long-term trend toward lighter drinks. Whether vodka has finally deposed bourbon as tops in the hard-stuff class is still debatable.

*please turn page*



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**Farley Named Golf Director At Pennsylvania's Shawnee**

After a 14-year absence, Dick Farley has returned to the Shawnee Inn and Country Club, Shawnee-on-Delaware, Pa., as golf director.

Farley's appointment was announced by Karl Hope, owner of the Inn and Country Club and developer

of the Village at Shawnee, a community of country villas being constructed on the grounds of the eastern golf resort.

Farley, who had been at Shawnee from 1950 to 1960, is a well-known golf pro and promoter. Dick Farley Associates of New York as well as the Obitz-Farley Co., have promoted golf at resorts throughout the world.

Shawnee offers total resort facilities including a 27-hole championship course, with another 18-hole

course now being designed by Robert Trent Jones. Among the major roles Farley will play at Shawnee will be to conduct and coordinate major convention and corporate sales seminar efforts. He will also bring to Shawnee a series of amateur golf events including special golf packages for vacationers.

**1975 Irons Price**

The price of eight Royal Daisy irons produced by Royal Golf Co. is \$215. An incorrect price was printed in the last issue of GOLFDOM.

**Slow-Releasing Nitrogen Produces Quality Turf**

Organic and slow-release nitrogen sources at two pounds of nitrogen per 1,000 square feet per month have produced excellent quality bermudagrass turf in tests on southern golf greens, according to the Texas Agricultural Experiment Station.

The turf had acceptable growth, limited thatch accumulation and minimum leaching losses. On the other hand, inorganic nitrogen sources and higher rates of organic and slow-release sources produced excess growth and thatch build-up.

Potassium fertilization produced no measurable effect on turf quality or thatch. Nitrogen losses through leaching were very high from soluble sources compared to organic and slow-release sources. In addition to nitrogen source, application rates, irrigation practices and soil type had strong influence on the amount of nitrogen leached. Losses were as high as a half-pound of nitrogen per 1,000 square feet per month on sandy mixtures irrigated daily and fertilized with soluble sources at a rate of two pounds of nitrogen per 1,000 square feet.

**Muny Course Design Guide**

A new brochure, detailing steps for community-built golf facilities has been published by the American Society of Golf Course Architects.

It includes information on research, costs, site selection, financing and other important aspects of planning and building a municipal course.

For a copy of the brochure write American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601. □

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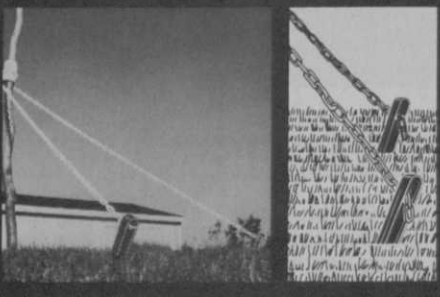
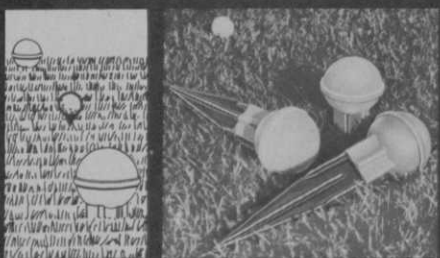
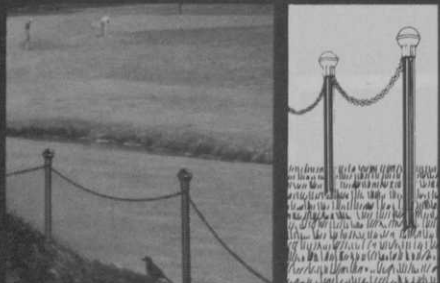
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