

the golf industry by advertising and word-of-mouth, and manufacturers of the other golf balls have until August 31 to accept the challenge.

"Many claims have been made by manufacturers about the distance their golf balls travel," said Ralph Carlson, Spalding's business manager of golf. "So by issuing our direct challenge we hope to show golfers once and for all which ball actually travels the farthest. In this way, their decision on which golf ball to buy can be made solely on facts.

"\$250,000 says Top-Flite is the longest ball and the first competitor that can outdistance us in a head-to-head test goes home with the cash," Carlson said.

The test will be conducted independently by Opinion Research Corp., Princeton, N.J. Carlson spelled out some of the rules governing the challenge. The golf site would be chosen based on the mutual agreement of the challenger and Spalding. Opinion Research then would select a "reliable base" of amateur golfers from among men and women having a wide range of handicaps. They would use a driver and a five iron until Opinion Research determines the winner on the basis of the total distance of the two shots.

"We feel the challenge is a truly meaningful distance test," Carlson said. "No machines. No gimmicks. Using the best gauge, the men and women who play the game." As of yet, no other company has taken Spalding up on its challenge. It was also reported another factor in the challenge is that should Spalding win a challenge, Spalding would be allowed to use the fact in its advertising campaign.

Damages Awarded In "Pro-only" Case; Wilson, PGA to Appeal

Fourteen weeks after a verdict was reached, damages were finally awarded in the Golf City "Pro-only" suit in New Orleans May 30. Judge James Comiskey awarded Golf City, Inc. \$292,127.27 from the defendants, Wilson Sporting Goods Co. and the Professional Golfers Association.

Despite the financial arrangements made in the Crescent City

there is little doubt that Wilson and the PGA plan to appeal the decision to the Fifth Circuit Court of Appeals, also in New Orleans.

Golf City's chief counsel Henry Klein told GOLFDOM he was happy with the judgement, but thought an appeal was imminent.

The defendants in the case stand to pay out around \$225,000 plus interest if their appeal is turned down. Klein indicated that over \$116,000 had been credited to the defense, because of a number of other defendants who had settled out of court.

In other litigation pending against equipment manufacturers, a pre-trial conference was held in federal court in Chicago May 23 in the case of sporting goods dealer Morris Mages versus over a dozen of the club manufacturers.

Klein, who is also involved in the Chicago case, is basing his anti-trust action against the manufacturers in much the same way the New Orleans action was taken. Another pre-trial conference is set for the court of Judge Bernard Decker in Chicago on Aug. 21. Over 30 attorneys are working on the defense case.

Keep Members Interested, CMAA Exec Says

Being acutely aware of rising costs, Wichita Country Club in Kansas recently started its own Fight Inflation Plan, according to its club manager, Josef Auerbach.

Writing in the newsletter of the Club Managers Association of America, the newly elected secretary-treasurer explained the program that he feels is the kind of thing country clubs will have to do in the future to keep members interested.

"Three evenings a week we feature all you can eat family style dinners at a low overall price," he said. "Children under 12 get half price and children under six eat free.

"We also recognize the fact that a franchise which sells billions of hamburgers can't be all wrong," he said. "The club features our own super burger to get a small share of that business. Obviously, as a prestige club, we must also offer the variety and quality of meals that today's sophisticated membership expects."

Tennis is another area where the Wichita club anticipated trends in

National and Local Chapters Don't Back Members on Jobs, One Superintendent Says

Associations should back a superintendent from the time he applies for a job, right through until he accepts a position and continue to represent him as long as he keeps the job, according to Wayne Evans, superintendent at Brandywine Country Club in Brandywine, Md.

"The area in which associations are falling short is in the endorsement of each and every superintendent," Evans said. "The crux of the situation lies in the fact that there is no real job assurance for the superintendent in that he has no real contract."

Evans said the superintendent has more wide-ranging responsibilities than either the pro or the club manager. He is responsible for the planning and maintenance of millions of dollars worth of land, turf, ornamental plantings and equipment.

Evans said he feels certification is a must. He said it gives the superintendent tremendous lever-

the mood of its members. "When tennis became a national popularity," he said, "our club already had anticipated the trend. From two unused concrete courts, we advanced to six modern outdoor and three excellent indoor courts. The tennis roster lists almost 300 active tennis families. In the first 18 months of indoor operation, they spent over \$75,000 on indoor fees."

The basis of Auerbach's views was that management must continuously analyze its own market area and must constantly find new ways to interest membership participation. He said it will be exceedingly more difficult in the future to cover operational deficits by dues increases or assessments. The competition for the entertainment dollar will be even greater as inflation continues to climb.

He stressed that private clubs have always had a propensity to encourage inefficiency, and that to survive the economic turmoil, management must learn to cut costs whenever possible and institute new controls to minimize waste.

age with his club, because he feels this shows club officials that the superintendent has proven himself at the top of his profession.

Second, the superintendent must have a standard contract approved by the sectional and national associations. "We are professionals, if we are worth our salt we should be able to uphold our part of the contract as well as the club upholding theirs," Evans said. "With standard sectional contracts there would be no bickering among the association members about salaries and benefits. All superintendents young and old would get desired salaries with backing of the association."

Third, the clubs should be encouraged to hire only the endorsed superintendent. This would encourage the good superintendent to constantly improve himself, he said. This would insure clubs good superintendents.

"Fourth, and this may hurt a little," Evans said, "a change in officers of the associations. If the officers cannot think along progressive lines they are no longer viable officials to represent us. It has probably been a long while since many of the sectional and national association officers have fought for jobs. These people may not remember how it was when they were getting their start. As a result they are not protecting the young superintendent. Administrators may unknowingly have become complacent. And the younger superintendents look to them for advice counseling and direction. If administrators cannot give us this, then it may be time for them to step down," Evans reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents.

Writers Will Honor Roberts At New York Dinner In July

The Metropolitan Golf Writers 23rd National Awards Dinner will pay tribute to Clifford Roberts July 28 at Rye Town Hilton Inn, New York, N.Y., according to Paul Meneg, president of the group.

Roberts is chairman of Augusta

National Golf Club, and winner of the association's 1975 Gold Tee Award for "outstanding impact on the game" in conducting the prestigious Masters Tournament for the past 40 years. Previous winners of the Gold Tee Award include Gary Player and Jack Nicklaus. All former Masters Champions will be honored as part of the tribute to Roberts.

Touring professionals to receive awards at the dinner include Johnny Miller as 1974 Player of the Year, Hale Irwin as 1974 U.S. Open Champion, Lee Trevino as 1974 PGA Champion and Jack Nicklaus as Tournament Players Division Champion. Sandra Haynie will be paid special tribute for winning the Ladies Professional Golfers Championship and U.S. Women's Open last year. Patty Berg will receive the Ben Hogan Award presented annually by the Golf Writers Association of America to the golfer who resumed their career after overcoming a physical handicap. The 1975 "Golf Family of the Year" is John E. Kenny, Sr. of Chicago, and his sons, John, Jr., Gerard, Phillip, Patrick and James. Metropolitan area golf champions will also receive special awards. Proceeds of the dinner go to the Caddie Scholarship Funds of Westchester, Long Island and New Jersey Golf Associations.

Western Golf Association Gives Superintendent Awards

The Western Golf Association has commended three golf course superintendents for their "skill and dedication" in conditioning their golf courses for championship play during three 1974 national championships in the Western Golf Association area.

Receiving commendations were Edward Fischer, Butler National Golf Club, Oak Brook, Ill., host to the Western Open; Russ Adams, University of Minnesota Golf Course, Minneapolis, Minn., host to the Western Junior Championship; and Dennis Truhn, Point O'Woods Golf and Country Club, Benton Harbor, Mich., host to the Western Amateur Championship.

In announcing the official commendations, Thomas A. Reynolds, Jr., Western Golf Association president, said, "Their cooperation in

this phase of their work was in keeping with the highest traditions and best interests of the game of golf."

Funded Tennis Foundation Opens Offices In Chicago

The Sporting Goods Manufacturers Association has created the Tennis Foundation of North America. Offices are 705 Merchandise Mart, Chicago 60654. Jack Mountford is executive director.

Mountford said the Foundation was developed to promote the advancement of the tennis industry, including the promotion of tennis, the encouragement of tennis instruction and the development and expansion of tennis facilities, both public and private, indoor and outdoor.

The Foundation is funded by membership from sporting goods manufacturers and other interested persons, groups or organizations concerned with sustaining and promoting the game of tennis.

Imported Beer Sales Grow

Despite the nation's economic woes, a recent report shows that Americans, including country club members, are drinking premium-price imported beers from around the globe with greater frequency. This is shown by the near 43-million gallons reaching these shores last year. This is a 22 percent gain over the previous year.

Heineken, imported from Holland by Van Munching & Co., New York, continues to pace the market. Heineken has about 35 percent of the imported market. Its chief competition, Lowenbrau, and some 30 other German beers account for a 22 percent share. Of that total, Lowenbrau is estimated to have 14 percent.

According to an industry source, Holland beer (with Heineken accounting for 98 percent) has outstripped its German competition by a wide margin over the last six years. For example, Holland beer imports rose from 7.6 million gallons in 1971 to more than 12.3 million last year, whereas German beers' volume of 9.6 million gallons in 1971 dipped to 9.5 million last year. German beers' market share, according to the source, dropped from 27 per-