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 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 insures 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.

**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-