

The investigation stems from a complaint made March 14, 1974 by Cushman Motors Div., OMC Corp., Lincoln, Neb., manufacturers of Cushman golf cars.

Low Sales; Double Eagle Drops Out of Pro Market

Insisting that there was not sufficient sales volume to continue a substantial effort in the pro shop market, officials of Ajay Enterprises have announced the de-emphasis of its Double Eagle Division.

Ralph Horton, vice-president of marketing for Double Eagle, told GOLFDOM the division was not competitive in the market and there were plans to enter some of the division's products into retail distribution.

Merchandising, advertising and other related functions of Double Eagle will be deemphasized, according to Horton. The decision was made by the Delavan, Wis., firm after several months of consideration and the final decision was arrived at after the PGA Merchandise Show in Orlando, Fla. Double Eagle manufactures a pro line club along with bags and other accessories.

Business, Fun Do Not Mix This PGA Section Decides

In a January interview with GOLFDOM, PGA President Henry C. Poe said the PGA intends to conduct its organization in more and more of a business-like manner, and it would seem that the Metropolitan Section of the PGA has taken that attitude to heart.

In the vein of "business and pleasure do not mix" the section decided to forego playing golf with its spring meeting held recently at Tam O'Shanter Country Club in Brookville, Long Island. After the success of its fall meeting without golf last year and with increased attendance due in part to its recertification program (points are awarded for attendance) the section decided the business meetings should be held strictly for business.

3M Announces "Carbonite" Reshafting Center Network

A nationwide network of more than

Agreement Reached on New PGA Home

The Professional Golfers' Association of America and Voight Development Corp. of Palm Beach, Fla. have reached an agreement in principle on a plan to provide a permanent national headquarters facility for the PGA within a real estate development to be formulated by Voight.

Joint announcement of this proposed project was made by Henry C. Poe, president of the PGA, and Floyd J. Voight, president of Voight Development Corp.

Guidelines for the new PGA facility — which includes multi golf courses, a headquarters structure and, ultimately, a PGA Library/Museum and Hall of Fame, as part of a new PGA University Campus concept — covers conditions that must be accomplished in making the entity a reality.

Poe told GOLFDOM it is hoped that two courses, headquarters and facilities to house the Merchandise Show could be completed by early 1978. Value of the completed project is estimated at \$100 million.

The specific location of this broad golf development is being planned in the southern part of Martin County, next to Jonathan Dickinson State Park which is composed of 15,000 acres. However, several other locations are available in the event some unforeseen zoning restriction limits the overall development. This is near Palm Beach.

Both parties expressed their pleasure with the arrangement. Voight said: "Our associates in this venture are complimented to have the PGA select us to pursue this broadly conceived golf development. It gives our principles a close association with the outstanding organization in golf, and offers us the opportunity to create a project unparalleled in the world of sports or developmental real estate."

Poe said: "The PGA is delighted with the future this association presents, and we feel this should become one of the outstanding golf

centers in existence. It can furnish our 7500 members the various elements that we have been seeking."

Poe said the only thing delaying the construction of the complex from beginning at present is zoning. He foresees no special problems, and Voight has already been in touch with zoning officials in that area. He said the complex will be built in stages with the PGA eventually having three courses and Voight one. The community in question now would have to be named, and Poe said it is hoped the name can be tied into the theme of golf. He also said streets and other landmarks in the complex and surrounding areas would probably have a golf flavor.

Poe said the PGA will own all parts of the complex they will utilize. Poe did not elaborate on how the project would be financed, but said there would be no special fund-raising projects.

Poe said the residential section of the complex will be of a very low-density nature, including cluster-type homes, condominiums, a ranch facility with riding trails, etc. He said the entire area will be based on recreation and leisure-time activities.

Poe said the entire complex when completed would be composed of about 4,000 acres. He said negotiations have been going on for a relatively short period of time. He said it was common knowledge the PGA was looking for a home in the area; Voight had the property available, and a mutual friend brought the two together.

"We are very happy with the location because of climate, and its gently rolling terrain will be right for the recreational complex we are planning," Poe said. "We know what we want 25 years from now, and we will be working towards a university campus complex. We know that all we want is far down the road, but we have a plan and we will be working to fulfill it."

60 reshafting centers to aid golfers switch from steel to "Carbonite" graphite-shafted clubs has been set up by 3M Co., St. Paul, Minn.

3M said pro or amateur golfers can take their steel-shafted clubs to a local center and have the heads re-

fitted with pure graphite shafts. Each authorized center carries shafts in six standard flexes. For a list of authorized Carbonite reshafting centers, write to Carbonite, 3M Co., P.O. Box 33600, St. Paul, Minn. 55133.