

GOLF OVERSEAS

**Golf is growing
In Japan**

A survey by Tokyo's Ministry of International Trade and Industry, as reported in *U.S. News & World Report*, shows Japan now has 1,114 golf courses spread over 210,000 acres — and those figures are expected to double within 5 years.

Some 7 million Japanese play golf (out of a population of 110 million), producing golf course revenues of \$1.2 billion in 1975. Greens fees accounted for about 51 percent of that, with 16 percent attributed to affiliated shops and restaurants. The remainder was from other charges, including those for caddies.

Unusual from an American point of view is the fact that 70 percent of the country's golf course 110,000 employees are women — and 98 percent of their caddies.

ASSOCIATIONS

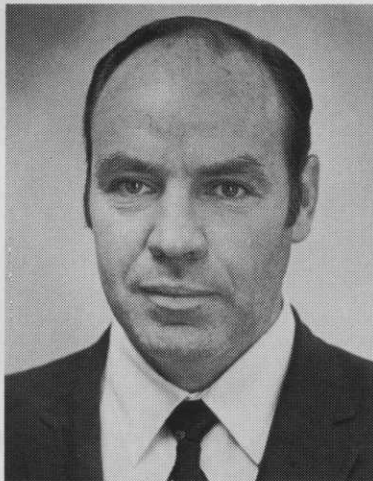
**GCSAA names Maples
new education head**

In a move that may have surprised some members of the Golf Course Superintendents Association of America, Executive Director Conrad Scheetz announced that former association president Palmer Maples has become the new director of education.

Maples will be filling the vacancy left by former director of education William E. Knoop, who resigned the post in July.

The appointment was seen by some members of the association as a return to getting "one of their own" to head the education program, referring to Maples' experience as a superintendent of 17 years.

A certified golf course superintendent, Maples has been in the business since his high school days, working for his father, superintendent/professional at a course in Rocky Mount, N.C. After high school, Maples completed a two-year turf course at Abraham Baldwin College in Tifton, Ga. He



Palmer Maples, Jr.

also studied agronomy at North Carolina State College and Texas A&M. After two years in the Army, he returned to get his undergraduate degree at the University of Georgia in agronomy.

After a six-year career at the Standard Club in Atlanta, Maples heads for the GCSAA headquarters in Lawrence, Kan. Maples made his immersion on the national GCSAA scene in 1970 when he was elected to the association's executive committee. He later served as secretary-treasurer and as vice president. Maples' presidential term was in 1974. As immediate past president, he has been involved on the executive board as a director.

**Wren, O'Brien rise
in PGA staff shuffle**

In an effort to fill some holes in his infant Club and Professional Services and established Education programs, PGA Executive Director Mark Cox did some personnel shuffling and appointed two familiar faces to take over administrative duties.

Former Education director Gary Wren is now in charge of the Club and Professional Services spot, vacated by Bill Blanks. Blanks left the PGA for family reasons and has since taken a marketing position with Baron Putters, Burbank, Calif.

Joe O'Brien who had been Wren's education coordinator, moves up to that department's top spot.

With a polished program over the previous four years, Wren had gained much in the educational area for the PGA pro. Wren earned his masters from the University of Michigan and his doctorate from the University of Oregon.

Probably the most notable additions to the education program Wren established just this year were seminars to better instruct the PGA professional in the intricacies of being a general manager and program to inform club and course management of the profit advantages of having a PGA pro.

O'Brien is a graduate of the University of Illinois, but received his masters from DePaul University in Chicago. Most notable accomplishment for the young O'Brien over the past two years has been his direction of the PGA Business Schools.



Bill Rahmes (left), whose territory includes the greater Chicago area and several surrounding counties, was given the PGA Victor salesman of the year award by National Sales Manager Frank Gallagher at the company's annual sales meeting.

**Geisler heads NGF
school golf effort**

Attempting to further introduce the game into the schools of the country, the National Golf Foundation has begun a pilot program to get more young people playing golf.

Under the guidance of foundation board member Richard M. Geisler, the NGF has selected eight school districts throughout the nation to whom it will offer free golf equipment. Golf instruction from the foundation's consulting teachers staff, training films, and clinics are also available to the schools at a nominal cost.

"There are an estimated 12 million 'hard-core' golfers in the country," said Geisler, who is president of Spalding. "In 1975, the number of women golfers increased approximately 12 percent, while the number of males playing remained the same."

Golf Foundation in late August, three of the 15 companies in the market showed up. The group comprised E-Z-Go, AMF Harley-Davidson and Johns-Manville.

Hard times have hit many of the manufacturers. Couple that with the \$10,000 fee into the association, and it is easy to foresee the demise of the group. Some efforts to form an expanded association may be made by the manufacturers themselves, by getting their dealer/distributor networks involved.

E-Z-Go has filed some golf car standards with the Consumer Product Safety Commission and is hoping that they will be acceptable to the government. Whether or not they will be acceptable to the other manufacturers is the biggest question before the car industry now.

Correction

We reported in our August issue that a golf pro could have his biorhythm charted (free) by Edmund Scientific, Barrington, N.J. It's true, but not for free. Edmund will chart a person's (12 month) biorhythm for \$15.95. They also offer a biorhythm kit for \$14.50, to help those who prefer to do their own charting.

**Car association
attempts a comeback**

Pushed into a corner by the safety standards demanded by the government, some golf car manufacturers are again attempting to pump new life into the defunct American Golf Car Association. In a meeting hosted by the National