



Whacker and Hacker

wants to eliminate those frustrations with its "Hackers and Whackers" golf and tennis tournaments at country clubs across the United States.

"We feel the time has come to give those players who have been working hard at the game a chance to experience the thrill of winning the big one," said Dennis Beacham, marketing manager for "21" Brands and national tournament director.

Any country club which has a golf course and tennis facilities and complies with local and state liquor regulations may host a tournament.

Only those members with handicaps of 21 or more can compete. Local club professionals will determine the eligibility of all candidates.

At least 14 clubs in Miami, Atlanta, Boston, and Houston have started their tournaments.

The 18-hole contest will be held during one weekend set by the local tournament director (the club pro, in most cases).

A maximum of 40 members can play from each club, and the top two finishers will be invited to play in the metropolitan championship in his city for the "King of the Hackers" title. All 20 golfers will receive trophies.

Individual members may not participate in both tournaments.

Club officials who want to hold a tournament for their members should contact Beacham at "21" Brands, 75 Rockefeller Plaza, New York, N.Y. 10019.

ASSOCIATIONS

Course architects join promotion group

For the second consecutive year, the 76-member American Society of Golf Course Architects has enrolled its group in the United States Golf Association's Associates Program.

The architects last year became the first organization to have all its members join.

According to Paul Fullmer, ASGCA executive secretary, the program is an effort by the USGA to attract people to play the game. For example, the group backs junior golf tournaments.

The society comprises golf course architects in the United States, Canada, and Mexico.

FOOD AND BEVERAGE SERVICE

Wine lists offered to assist diners

The Taylor Wine has produced wine lists with 10 different covers to help induce diners to select and order wine with their meals.

The lists are categorized depending on the kind of wine: White dinner wines, red dinner wines, champagnes, and so on.

Each list also includes a brief description of each wine and recommendations about which one is

ordered with certain foods.

The company says the lists are "totally uncommercial" and are available from its representatives and distributors.

It devised the wine lists after several recent consumer surveys showed that persons would "be more inclined" to order wine if selection was made easier, the company said.

SURVEYS

Sport goods buyers use yellow pages

Results of a recent survey show that 30 percent of persons shopping for sporting goods, including golf clubs, in the United States turn to the yellow pages of their telephone directory to help them choose their product.

The study also said that 83 percent of these persons followed up their reference to the yellow pages with a phone call, visit, or letter.

The study conducted by Chilton Research Services last fall, surveyed 5,000 individuals who were 20 years old or older.

Researchers said that persons interviewed were categorized by sex, size of household, residential mobility, and household income to match the percentage of

Attractive wine lists can spark additional sales by making wine easier to order.



Americans who fit into these categories.

W. R. Littell, director of market management and development for American Telephone and Telegram, said the study is the most comprehensive thus far on consumer use of the yellow pages.

GOLF EQUIPMENT

Patent complaint filed by PCR

The U.S. International Trade Commission is investigating a complaint filed by the PCR Golf Ball Co. that more than 40 foreign manufacturers and U.S. distributors are violating the company's patent rights on its molded golf ball.

PCR President John R. Toedtman estimates that more than 600,000 balls carrying the company's patent have been manufactured in Japan, Korea, Taiwan, and elsewhere and distributed in the United States.

The Rocky Hill, N.J., firm says it holds the U.S. and foreign patents on the molded ball.

The commission can issue an order which would not allow the foreign balls to be distributed, Toedtman said. The president said his company went to the trade commission after it tested the foreign-made balls.

"We've tested and analyzed the balls they've made. Our tests show their golf balls infringe on one or more of our patents," Toedtman said.

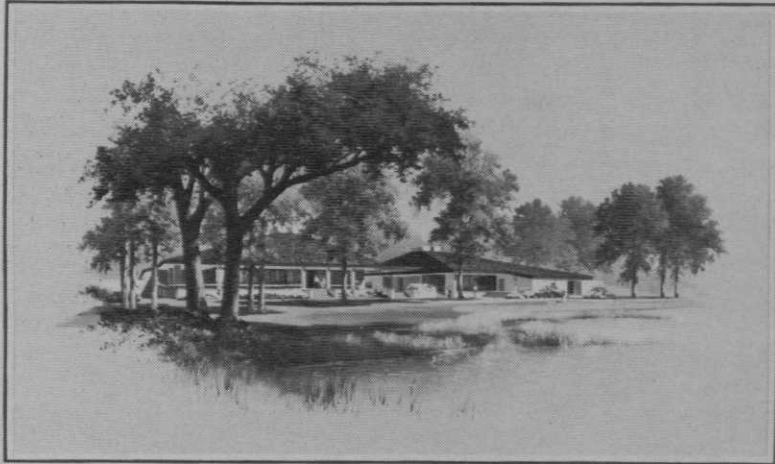
He added that the complaint was filed not only to protect PCR, but also its licensed manufacturers.

CLUBS AND COURSES

Florida club resods course and expands

The semi-private Ponce de Leon Lodge and Country Club in St. Augustine, Fla., has resodded its 18-hole course and built a new clubhouse.

President and general manager John T. Morris said the course's



Ponce de Leon Country Club
St. Augustine, Florida
KEMP, BUNCH & JACKSON ARCHITECTS INC. JACKSONVILLE, FLA.

small, flat greens have been replaced with a contoured putting surface of Tifton dwarf grass. The tees and fairways have also been renovated with another Tifton strain of grass, he said.

The par and yardage of the course, built in 1960, are unchanged. It measures 6,746 yards from the championship tees, and par is 71.

The clubhouse features a dining room with large windows that overlook four holes. It can be converted to a large meeting or banquet room for 150 persons.

The one-story facility is on the edge of a lagoon near the main lodge building and is surrounded by oak trees draped with Spanish moss. Coquina stucco walls and a coquina stone fireplace give the clubhouse a native atmosphere.

yards from the white tees, and 5,-101 yards from its red tees.

Planning and construction of the course took about 2½ years at an estimated cost of \$1.3 million.

The resort, which opened in June, also includes tennis courts, a swimming pool, a physical fitness course, and, in winter, six ski slopes.

A 1.5 million building, called the Sports Center, includes a restaurant, cafeteria, pro shop and the Members' Club.

Vacationers may rent condominiums or homes and a spring golf package is offered.

NEW EDITOR

Newsman joins magazine staff

A strong background in news and sports reporting is brought to his new position as assistant editor of GOLF BUSINESS by Scott Scredon. After earning a degree in journalism from Bowling Green (Ohio) State University, Scredon worked for several newspapers — most recently the Cleveland Plain Dealer and the Elyria Chronicle-Telegram. His outside interests include participating in sports, especially golf and basketball, listening to jazz, and reading.

NEW GOLF COURSES

New 18-hole layout at Virginia resort

The 18-hole Devil's Knob Golf Course has opened in Wintergreen, Va., as part of a 13,000-acre residential-resort community west of Charlottesville in the Blue Ridge Mountains.

Wintergreen officials claim the course has the highest elevation of any golf facility in Virginia, featuring views of the Shenandoah and Rockfish valleys that stretch 40 to 50 miles.

Touring pro Ellis Maples of Pinehurst, N.C., designed the par 70 layout, which measures 6,576 yards from its blue tees, 6,003

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