

Idea file

Phony traffic tickets increase course play

The fledgling, nine-hole Holiday Golf Club in Olive Branch, Miss., attracted golfers to its course by placing 3,000 coupons on the windshield of cars parked at the Danny Thomas Memphis Classic this summer. The coupons, however, looked identical to traffic tickets, meaning just about each person read them. Each ticket carried a "penalty" of one free round at the course during June.

Pro Vince Alfonso said the promotion worked extremely well. Ten persons showed up the next day and 400 during the month. He said about 200 returned to play future rounds and half of those are steady customers.

The phony citations were the same color and size as real tickets handed out by the local police department. Phrases such as "lakeside clubhouse" were substituted in the space which normally lists different traffic offenses.

Wool shields workers from cold weather

Wool traps warmth, sheds water, and can save energy, says Marlene Odle-Kemp, clothing specialist with the Texas Agricultural Extension Service.

"Unlike other fibers, wool has a natural crimp which holds air in the fabric and provides a warm insulation, so wearing many thin layers of wool clothing traps more air and gives even more warmth," she says.

The fabric will shed normal amounts of water, but a heavy rain will be absorbed by the wool, she said.

Cost of letters rises; PGA cuts paperwork

Owners and golf organizations who feel they are spending too much money on mail should consider a finding by the National Secretaries Association; that the cost of a business letter is estimated at between \$4.00 and \$4.25.

The Professional Golfers' Association, at their annual business meeting in Seattle, voted to do away with letters releasing a member from his old Section when he accepts a job in another Section. They have also stopped requiring persons who pay their dues late from writing a letter explaining their tardiness. PGA officials believe the moves will save about \$5,000 in postage costs.

Lawyer, university will aid estate plan

Purchasing insurance is one of the best ways to offset inheritance taxes, says Dan Taggart, owner of the Arlington Community Club in Arlington Heights, Ill., who got a \$150,000 bill from the federal government when his father died.

Taggart says golf course owners should set up an estate plan and begin by contacting an attorney. Persons without a lawyer who specializes in this area should call their local bar association, he said.

Persons in the Midwest may also call the Cooperative Extension Service at Michigan State University for further information.

Some improvements aren't tax deductible

David Walker, an auditor with the Internal Revenue Service in Racine, Wis., offers these reminders to owners and clubs improving their course:

The construction costs for greens and tees or pipes and valves in underground water system are not deductible from federal taxes. However, the maintenance costs for tees and greens can be deducted and the expense of an electric water pump and portable sprinklers are covered by the government's 10 percent investment tax credit.

Walker also reminds owners that a golf professional is only considered an employee if the employer is paying social security taxes for that person.

Waiters must know how to prevent choking

A person with food lodged in their throat will die of strangulation in 4 minutes. To help prevent food choking, Oregon has passed a law requiring persons who serve food to be trained in the Heimlich Maneuver.

This involves placing a fist against a victim's abdomen just above the navel and below the rib cage, then pressing the fist forcefully into the abdomen with quick, upward thrusts. This compresses air in the lungs and expels the object.

California does not have a law requiring training, but like Oregon, protects a trained person from liability. About 10,000 persons in California's Riverside County are trained and they say 52 lives have been saved by foodservice personnel and others.

Restaurant dining up to 36% of income

People spend 36 percent of their food dollars away from home and the amount is increasing, according to Douglas Hoffer, market research director for the Florida Department of Citrus.

The finding was made earlier this year at the Newspaper Food Editors Conference. The Wilson Foods Corp. also predicted at the conference that Americans' eating habits will follow two trends in the future: they will eat convenience foods, deli and fast foods, and frozen meals during the week, with more people eating alone, and people will entertain guests with elaborate meals in their homes during weekends.

Air-sea golf vacations to South America

Golfers can take advantage of three air-sea vacations in Columbia and Ecuador, including deluxe hotel and country club accommodations, unlimited use of tennis and golf facilities, most meals, sightseeing, and a ship cruise.

A 17-day program with visits in two Columbian cities, 4 days on Quito, Ecuador, and a nine-day cruise to Los Angeles costs \$1,033 plus airfare. A more expensive package includes a 10-day cruise from Los Angeles to Cartagena, Ecuador, visits to Medellin and Bogota, and a flight home.

The Columbian package is 14 days, with 4 days at Medellin Club Campestre and 3 days in Bogota. The cruise to Los Angeles is 7 days and cost is \$819 without airfare. Contact Prudential Lines in San Francisco or Caltur in San Clemente for further information.

Good mechanic means steady customers

Frank Jemsek owns 700 golf cars at the St. Andrews Country Club in Chicago and recommends that daily fee owners employ a good repairman if they want to earn money from their vehicles.

"A good mechanic for cars at our course is probably our best advantage to someone playing at our course over another," he says.

Jemsek also said his cars received significant damage during group outings until he instituted a new course rule: no alcoholic beverages or coolers allowed when the cars are on the course.

Owner opens course to juniors after school

Bill Howard, owner of the Saskatoon Golf Course in Grand Rapids, Mich., lets 80 youngsters play on one nine of his course during 5 hours each Monday afternoon after school. The only charge is \$1 per round. "I hope they'll be my golfers in 1985," he says.

A National Golf Foundation study shows Howard is planning wisely for the future. The group says people between ages 25 and 44 will constitute the most persons in the United States by 1990.