NEWS OF THE INDUSTRY

Speed up the slow ones

Is slow play a problem on your course? GOLF and GOLFDOM Magazines have available for free a limited supply of posters, which suggest to golfers eight ways to speed up their games. Write: GOLFDOM, 235 East 45th Street, New York, N.Y. 10017.

Overall equipment sales decline

Total golf equipment sales by manufacturers, according to the 1969 report published by the **Athletic Goods Mfg. Assn.**, came to \$183,723,711. In 1968 total sales were \$187,285,630, a decline of \$3,561,919. (Valuations are based on manufacturers' published prices to pro shops and dealers.)

Sales of golf clubs for 1969 were valued at \$98,696,494; club sales in 1968 were \$103,304,881. Of this 1969 total, sales of irons and putters came to \$62,618,204; woods came to \$36,078,290.

Golf ball sales, measured in dozens of units, showed an increase in 1969 to \$65,033,699 from \$61,954,061 in 1968.

Sales of golf bags totaled \$15,220,846 in 1969, declining from \$16,514,298 in 1968. Golf glove sales in 1969 came to \$906,472. The figure for 1968 was higher: \$1,387,887.

Under the category of other golf sundries (this category is combined with golf club carts) the sales figures for 1969 was \$3,866,200; for 1968, the figure was \$4,124,503.

The figures for the 1969 survey were based on information supplied by 47 equipment companies.

Pro-only lawsuit continues; motions for dismissal denied

A Federal District judge in New Orleans on June 3d denied additional motions for dismissal of a \$1.5-million lawsuit filed by a retail outlet against 14 golf equipment and accessories manufacturers and the Professional Golfer's Assn. (See GOLFDOM, June issue, p. 39.)

U.S. Judge James Comiskey turned down motions by **Uniroyal, Inc.**; **Professional Golf Company**; **Karsten Mfg. Corp., and Dunlop Tire and Rubber Company** after hearing arguments for **Golf City, Inc.**, the plaintiff.

The judge also dismissed without prejudice several motions for summary, saying, "I take the position that motion for summary judgement should not be entertained until" enough information is disclosed at pretrial hearings. "I deny all motions for summary judgement."

Golf City, a New Orleans retail golf equipment outlet, is charging that the manufacturers and the PGA are in violation of the Sherman Anti-Trust Act by not allowing the plaintiff to buy and resell, at retail, the top equipment lines put out by the manufacturers. These prestige lines, called "Pro-only," are available only in pro shops at recognized golf courses.

Golf City filed an amended and supplemental suit in May, which the court now considers a replacement for the original filings by Golf City.

Most attorneys appearing on June 3d for their respective defendent clients argued that the plaintiff did not enlarge on the allegation of conspiracy in the supplemental petition.

Comiskey said that he will soon set down a schedule governing the discovery proceedings.

Earnings see-saw

*Net sales of \$86,125,878 for the three month period ended March 31 was reported by **JI Case Company**. For the same period last year, sales were \$103,018,915. The company now reports on a calendar fiscal year to conform with the fiscal year of its principal shareholder, Tenneco, Inc.*

The first quarter for 1970 showed a net loss of \$5,054,928 compared with last year's net profit of \$845,396 for the same three months. According to Case president James L. Ketelsen, income was affected by the 16 per cent decline in sales and reduced production, including the shutting down of two major plants for two weeks.

*Sales and earnings for the nine month period ended April 30 set record highs for **Toro Mfg. Corp.** The firm reported shipments of \$44.5 million. 16 per cent over the \$38.3 million reported for the same period last year. Net earnings of \$2.3 million were 7 per cent over net earnings from the same period last year.*

Stauffer to acquire Metasurf Corp.

***Stauffer Chemical Company** has entered into an agreement to acquire Metasurf Corp. and its subsidiary, Metasurf Canada Ltd., a manufacturer of conversion coatings, protective coating chemicals for rust proofing and friction protection, alkali cleaners, rust removers and metal conditioners.*

The acquisition price was not disclosed, but Metasurf's sales in 1969 exceeded \$2.1 million.

The expansion into the metal finishing field began when Stauffer acquired the Cowles Chemical Company in 1968. Said Roger W. Gunder, president and chief executive officer of Stauffer, ". . . the acquisition not only will broaden our product line but also strengthen Stauffer's marketing base in the metal finishing industry . . . Metasurf's sales territories and sales force provide the desired planned expansion of our metal finishing department's marketing capabilities."

Allied Assn. meets; Campaign planned to get golfer support

Allied Assn. met recently in Chicago to deal with the growing concern over mounting tax problems of daily fee and private golf clubs and the potential plight of the nation's golfers who face serious—even disastrous—playing conditions should their favorite courses be taxed out of existence.

This was the second meeting of the association which brings together the Professional Golfers' Assn., United States Golf Assn.; Golf Course Superintendents Assn. of America, Club Managers Assn., National Golf Foundation and the National Club Assn.

Agreeing that the unsupported action of a single association could not solve the problems brought on by escalating real estate taxes and the Tax Reform Act of 1969, the Association members offered their services and cooperation to the National Club Assn. which has been carrying on single-handedly on behalf of clubs in these areas. The group's decision was based on an analysis of the issues presented before the industry by Jack P. Janetatos, general counsel for the National Club Assn. He discussed The Fair Labor Standards Act; civil rights, and The Tax Reform Act of 1969.

The Fair Labor Standards Act. Janetatos stated that Congressman John Dent, chairman of the House General Labor Subcommittee, indicated that new legislative proposals were being formulated and are expected to have hearings in the very near future.

Civil Rights. Janetatos described recent litigation and legislative activity in this area, and explained issues arising under the Civil Rights Act of 1964, the Civil Rights Act of 1866 and the Fourteenth Amendment. Further explanation was given to the Association regarding recent developments at the state and local levels.

The Tax Reform Act of 1969. Janetatos reported on the revolutionary impact of the Tax Reform Act and how it would affect private clubs, which were the target of extremely harsh treatment under the new law. He explained further the working of the new law in detail and devoted special attention to problems which will be encountered by clubs holding golf tournaments. He said that the new tax would be extremely harmful to the game of golf unless rapid action was taken to obtain guidance from the Internal Revenue Service. He explained also that NCA was now considering whether to undertake work to help the Treasury formulate regulations under the law, but that funds were not now appropriated for this purpose and he did not know if sufficient funds would be available. (For an analysis of the new law, read "Operating Under the Tax Reform Law," p. 31.)

In addition to a coordinated effort in the legislative, tax and legal fields, the Allied Assn. is also studying plans for an extensive public relations program to better inform the country's 16 million golfers of the threat to the game and to enlist their aid in securing the passage of corrective state and Federal legislation.

The Association is also studying the appropriate division of responsibility, expense and profit resulting from the increased use of golf cars, as well as the development of a better administrative program for the clubs themselves.

The Association's next meeting will take place in late July at PGA headquarters in Palm Beach Gardens, Fla.

Attending the meeting for their respective associations were: P. J. Boatwright, executive director, USGA; Leo Fraser, president, PGA; Warren Orlick, secretary, PGA: R. William Clarke, treasurer, PGA; Robert Creasey, executive director, PGA; Joe Graffis, NGF; William L. Pack, executive director, NGF; Donald Rossi, NGF; Larry Smith, NGF; Edward J. Drew, president, NCA; Kenneth W. Emerson, executive director, NCA; Jack P. Janetatos, counsel, CMAA and NCA; Norm Kramer, vice president, GCSAA; Robert V. Mitchell, secretary-treasurer, GCSAA; Richard Blake, GCSAA; Ben J. Chlevin, executive director, GCSAA; H. Alton Owen, past president, CMAA; Joseph J. Donoghue, past president, CMAA, and Edward Lyon, executive director, CMAA.

Nicklaus film available

"Tournament Play With Jack Nicklaus" is a new golf film on the Westchester Classic that is available on free loan to country clubs. It features Nicklaus' comments on the competition, discussion of the course, his strategy, his shots and his mistakes. Nicklaus compares his shots with Lee Trevino and Frank Beard, and the split screen shows Nicklaus, Palmer and Sanders driving in unison.

The 28½ minute 16mm color film may be ordered from the distributor, Modern Talking Picture Service, 2323 New Hyde Park Rd., New Hyde Park, N.Y. 11040.

News briefs

The **Cleveland District Golf Assn.** reports in its Summary of Country Club Operations for 1970 that 90 per cent of responding clubs anticipate an increase in dues in 1970. The increases will run from $8 to $10 a month, averaging about $100 a year. Average maintenance of an 18-hole course runs $77,000 a year; the cost per hole is $3,250 . . . In the **Northern Ohio Chapter**'s survey for 1970, private country clubs with budgets of $80,000 and above earmark 65 per cent of their budgets for labor on the average. Country clubs with budgets of $80,000 and below average 51 per cent for labor. Public courses and semi-private courses use 60 per cent and 68 per cent, respectively, of their budgets to pay for labor . . . **Jackson Bradley**, former resident pro at River Oaks CC, Houston, joins Elkins Lake as director of golf and manager of the development's Houston office. Elkins Lake is a new recreational-residential development located south of Huntsville, Tex., on Interstate 45 . . . **Seven Devils Resort and Club**, a par-71 championship, 18-hole course, opened in early June. It's located near Boone, N. C. . . . **Gerald D. Schwendinger** switches from assistant pro post at Argyle CC, Wheaton, Md., to pro job at Reston G & CC, Reston, Ga. . . . **H. George Clauson** is head pro at Clauson's Inn and Golf Resort, North Falmouth,

(Continued on page 56)

NEWS

(Continued from page 55)

Mass., succeeding Gilbert Geitner . . . **Pete Leslie** goes to Wikiup GC as manager and head pro, a newly-created post. Leslie directed operations of the United States for 4 ½ years . . . Under construction: a new 18-hole course at **Major Center**, in central Florida.

Rocky Mt. golf seminar: solving problems for the 70s

Challenges for the 1970s were faced by key golf business executives attending the ***4th Annual Rocky Mt. Golf Management Seminar*** *at Boulder (Colo.) CC.*

A keynote talk on Where Golf and Country Clubs Are Going set the theme. Said Horace Duncan, Denver, former national president of the Club Managers Assn. of America: "The name of the game in 1970 will be economics and competition . . . Rising costs are a continuing trend. Our payrolls went up 80 per cent in the 1960s. Course maintenance costs rose 85 per cent. It will be a challenge to keep up with inflation . . . "

The program also included panel discussions on Preparing for Tournaments, Remodeling Your Old Golf Course, Synthetic Turf—A Place in Golf? and wound up with small groups working on Solutions for the 1970s. The latter session turned up these suggestions for solving problems common to most courses:

To get better cooperation between key men, improve communications;

To help cure slow play, use plenty of signs but change them often;

To set green fees, the amounts depend on the type of course. But they must be based on the cost of operation—expenses divided by rounds of golf;

To handle increasing golf car traffic, more hard paths should be planned, but carefully.

State Senator Les Fowler of the host club, three-time Colorado champion and veteran of many national events, made these suggestions for upgrading a tournament:

Create plenty of advance publicity, to players, clubs and press;

Make players "feel like kings" with arrangements for housing, food, lockers, courtesy, rules sheets and special scorecards;

Plan in advance the necessary course grooming and work schedules during the competition;

Provide golf cars for committee chairmen, referees and press;

Build a permanent scoreboard;

Schedule prizes to include mostly merchandise certificates from the club's pro shop. The player can then choose what he or she wants, and the pro is then more likely to assist the committee.

The Colorado Golf Executive of the Year for 1969 award went to ***William Macksam****, professor of horticulture at Colorado State University, Ft. Collins. He coordinated plans and supervised construction of a new experimental green on the CSU campus.*