

NEWS OF THE INDUSTRY

Depositions Filed in 'Pro Only' Suit

Depositions have been filed and both sides were waiting at presstime for a preliminary hearing date in the \$8.4 million, United States District Court suit against 14 well-known golf equipment manufacturers.

The suit, filed by Morris and Laurence Mages, operators of Chicago sport shops, alleges manufacturers and members of The Professional Golfers' Association of America conspired to deny the Chicago firm access to "pro only" lines of golf equipment.

Stanley P. Sklar, co-attorney for the plaintiffs, said two depositions have been submitted to Judge Bernard M. Decker, of the U.S. District Court for the Northern District of Illinois, Eastern Division. A deposition is the written testimony of a witness under oath.

Henry L. Klein, the second co-attorney for the Mages is representing Golf City in New Orleans in a similar but comparatively smaller suit. The Golf City case comes to trial in October.

New USGA Technical Man Works on Distance Standard

A new staff position and a new man to fill it at the United States Golf Association are involved with USGA's thoughts about a new "Rule of Golf to stabilize the game."

Frank W. Thomas of Wyndmoor, Pa., is the new technical director of USGA, charged with an initial project concerned with an overall distance standard. In a statement, USGA explained that it is contemplating a new rule which would regulate the overall distance a ball may travel and the overall distance provided by a club. At the present time, the distance characteristics of the ball are controlled only by a regulation which governs the ball's initial speed; that is, its speed over the first few feet of its flight. There is no present regulation governing the performance of clubs.

The Association says one of its paramount aims is "to protect the game of golf from further diminution of the skill element through development of equipment which provides more distance." And the appointment of Thomas in the position as technical director, USGA says, was

made to assist the Association in this regard.

Thomas, who came to USGA from Shakespeare/Plymouth Company, will conduct all USGA programs relating to the control of golf equipment, and maintain liaison with golf equipment manufacturers. At Shakespeare/Plymouth, he was chief product design engineer and national professional sales manager. His achievements include design and development of graphite shafts produced by Shakespeare.

Archery Sales, Study Shows, Are Fastest Growing in '74

Archery equipment, a new study sponsored by the National Sporting Goods Association indicates, probably will be the fastest growing sports product line in 1974. The survey sampled 32,000 families — connecting annual incomes to sporting goods purchases. While archery equipment sales (increasing about 35 percent this year in the survey estimate) were sports leaders in 1974 ... tennis was the overall increase leader since 1972 (30 percent annual growth of sales of tennis gear, according to the survey).

MacDonald: 'Bright Future, But Future With Problems'

The outlook for golf business is bright, but it is not an outlook without problems, according to National Golf Foundation president Paul R. MacDonald. He is vice president sales, Dunlop Tire and Rubber Corp. Sports Div., and has been NGF president since April 30.

Responding to questions from GOLFDOM about the future of the golf business, MacDonald listed three major areas of concern: First, all associations and groups involved in the business should get together in a concentrated effort to "conquer the cancer" of slow play. It simply is taking competitors and players away from the game, he said. Second, MacDonald believes in strong emphasis on the building of more courses of a municipal nature. And third, he believes the business must concentrate on the survival of many existing clubs suffering under the weight of inflationary pressures.

MacDonald was elected president of NGF at the organization's annual spring meeting in Tarpon Springs, Fla.

Association Leaders Attend Golf Foundation Meeting

Executive Director Don A. Rossi last month organized an industry oriented program for the National Golf Foundation's summer meeting which proved to be an appraisal of golf industry pluses and problems for the coming few years. The session was held at the Rolling Green Country Club, Arlington Heights, Ill.

On the program — and in a single meeting for the first time on record — were executive secretaries and directors, and industry representatives of practically every major golf industry organization. Participants included: Carlo McCue and Charles Eckstein of the Chicago District Golf Association; Glenn Hartung of Rolling Green Country Club; Tom Ondeck of the National Club Association; Mark Cox of the Professional Golfers Association; P. J. Boatwright of the United States Golf Association; William Knoop of the Golf Course Superintendents Association of America; Dr. James Watson of The Toro Company; Louis Szep of Cherry Hills Country Club, Denver, Colo.; Horace Dun-

can of the Club Managers Association; Jerry Marlatt of the International Association of Club Executives; John Bowles of FHA, and the following men from the National Golf Foundation: Rossi; Robert D. Rickey; Joe Much; Harry Eckhoff, Mike Sheridan, Buddie Johnson, George Kerr, Jerry Claussen, Fred Stewart, and Larry Smith.

Course Builders, Architects Meet in Vegas for 'Summit'

Golf course builders and architects have held what is being billed as the first "summit meeting" ever between top officials of the groups representing these areas. In Las Vegas, the summer meeting of the Golf Course Builders of America was being held when officers of the American Society of Golf Course Architects flew in for a meeting. President of the Architects, Robert Muir Graves of Walnut Creek, Calif., and Architects treasurer, Arthur Jack Snyder of Phoenix, came in for the meeting.

Builders president, Frank Underwood of Bowie, Texas, welcomed Graves and Snyder as a milestone in better relations between builders and architects. Graves said the Architects now have 30 committees working on architectural and construction problems. And he and Underwood discussed creation of a special committee of representatives from the two associations to work on mutual problems.

Phillips: 'No Wind, Rain'

Exhibitors are happy about accommodations for next January's Professional Golfers' Association Merchandise Show. And — comments Wally Phillips — they won't have to worry about the wind and rain as in past years when the show was held under canvas.

Phillips is president of the Golf Manufacturers & Distributors Association and is vice president of Charles A. Eaton Company. Responding to questions from GOLF-DOM about the show, Phillips said exhibitors want a permanent site, of course, but are pleased with accommodations set up in Disney World. The show is January 26 through 29 at the Contemporary Hotel on Disney World property, near Orlando, Florida.

Top Names Teach Teachers At Hueston Woods Seminar

At presstime, consultants with the National Golf Foundation's Educational Service Program were "learning more about teaching" as they attended a type of graduate school of golf teaching in Ohio. The week-long meeting was the Fourth Educational Consultant Seminar, at Hueston Woods State Park Lodge (College Corner, Ohio), and Miami University (Oxford, Ohio).

The "students" are actually teaching consultants — 40 new people this year to join 30 with the program last year. It's all a part of the Foundation's expanding program of providing educational service for schools and colleges.

At Hueston Woods, the program is loaded heavily with top instructors and top names. Lorraine Abbott, as director of the Educational Services Division of the Foundation, was in charge. And, here is an example of the scheduled guest appearance list: Mrs. Peggy Kirk Bell, LPGA teaching and touring professional, Pine Needles Country Club, Southern Pines, N.C.; Dean C. Neale Bogner, School of Education, Miami University; Herb Graffis, co-founder, National Golf Foundation; Miss Marilyn Smith, LPGA Tour-

ing Professional, Tequesta, Fla.; Bob Toski, PGA, Executive Director of Golf, Palmetto Dunes Country Club, Hilton Head, South Carolina; Dr. Gary Wiren, director of education, Professional Golfers' Association, Lake Park, Fla., and Bert Yancey, PGA Touring Professional, Haverford, Pa. A guest of honor: Mrs. Opal Hill, Honorary LPGA Teaching Professional, Kansas City, Mo.

Sporting Goods Association Prepares for 'Early Show'

Some 200 exhibitors are expected for the Chicago Regional Market of the National Sporting Goods Association, September 21-23. The session, now in its third year, will be held at the Hyatt Regency O'Hare hotel and convention center. The Association says this meeting is an "early show" for ordering and planning for '75 spring sales. The annual "Fall Market" will be held Oct. 18-20, at the Anaheim, Calif., convention center. And the Association's largest show is the annual convention (in its 46th year). It will be held at the Houston Astrodome and Astrodome, January 23-26, 1975. Some 1,350 exhibitors and 32,000 visitors are expected.

New Study: Easier Winter Green

New perennial, fine-textured ryegrasses such as Pennfine and Manhattan — a California study shows — can be successfully substituted for annual ryegrasses for year-round green in bermudagrass plantings.

Scientists at the University of California at Riverside say their tests show fine-textured perennial ryegrasses will live through hot summer months in bermudagrass with proper, frequent irrigations. Trials in progress at the University of California South Coast Field Station at Santa Ana demonstrate that the common Southland practice of overseeding bermudagrass with a cool-season grass during the fall to maintain green in winter can be improved by substituting perennial for annual ryegrass. The result can be green turf the following winter without the renovation and yearly costs of overseeding with an annual ryegrass.

The key to preservation of cool-season grasses such as annual and perennial ryegrasses in hot summer as competitors of bermudagrass, scientist say, is frequent, cooling irrigations. The shallow root systems of these cool-season grasses can't be permitted to dry.

Roots of the cool-season ryegrasses generally grow only a few inches deep. Bermudagrass roots penetrate downward two to six feet into the soil. The soil surface must be kept moist to promote growth in the shallow-root grasses, which in not the case for bermudagrass.

"Maintenance of the new perennial ryegrasses in bermudagrass during our hottest months here," researcher Stanley Spaulding says, "has not required use of any more water than would be used for bermudagrass alone. The difference in management is to apply the water more frequently. When the temper-

ature rises above 90 degrees Fahrenheit, we'll irrigate our perennial ryegrass-bermudagrass plots every morning at the station, three times weekly in the 70's and 80's, and once or twice a week when the sky is overcast."

Cool-season grasses such as the new perennial ryegrasses can survive the summer along the coast generally with one or two irrigations a week and with daily irrigation inland, according to Spaulding. "We aren't far enough along to talk about their survival in our desert areas," he added.

Spaulding is probably most intimately involved in the station's turfgrass research the past ten years as staff research associate for Dr. Victor M. Youngner, UC Riverside professor of agronomy and turfgrass expert.

Most of the some three acres in turfgrass plots at SCFS are a part of Youngner's research projects. Others are cooperative studies being conducted by him with other UC researchers and Cooperative Extension

specialists and farm advisors with turfgrass responsibilities.

Some past SCFS turfgrass developments, Spaulding notes, are much in evidence today in Southern California. There's the Santa Ana variety of bermudagrass, a tough, smog-resistant, salt-tolerant turfgrass used on athletic fields, playgrounds, golf-course tees, and other heavy-use areas. It's in demand today. Southland turfgrass nurseries have more acreage in this SCFS-developed variety than any other bermudagrass, according to Spaulding.

More recently, he adds, a new strain of dichondra has been released. Containing four individual dichondras, two medium height and two low height, it can be mowed short or left uncut. Current dichondra plot work at the station also is focused on disease and pest problems.

The station's turfgrass nursery, started in 1950, today has a worldwide reputation as a source for pure propagative materials, according to Spaulding.

He has a lot to say about all of the turfgrass research going on at the station. Discussing the Zoysiagrass plots, he noted that an evergreen Zoysia will be available for coastal areas, one that equals Santa Ana bermudagrass on color retention during cold months and which is smog-resistant, like the Santa Ana variety.

Bentgrasses developed at the station for saline soils — a problem in many Southern California areas — now are being tested under actual use conditions as golf course putting greens.

And Spaulding is enthusiastic about the new UC strains of tall

fescue. The present stock from commercial sources, he explained, has the appearance of pasture grasses. The UC strains have finer leaves, are thicker, and are more cushiony than presently available tall fescue.

He sees new tall fescues as practical substitutes for bermudagrass in many Southern California turfgrass applications. One such application could be school athletic fields, if top-quality turf is desired. "Bermudagrasses are a high-maintenance grass," Spaulding explained. "Unlike tall fescue, they are dormant or inactive during most of the months when the schools and their athletic fields are in use."

Turfgrass Meeting, Oct. 7

Members of the New Jersey Golf Course Superintendents Association are holding their annual turfgrass supplies and equipment field day, October 7. It will be at Montclair Golf Club, 25 Prospect Ave., West Orange, N.J.

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fits rather than individual shirts and slacks. And don't be afraid to include sports jackets. One hint about color-coordination. Buy one outfit from the same manufacturer, because the dye lot will be the same. Items with a high profit margin require less sales to make more money. That's an obvious point, I grant you, but many shops concentrate only on the staples and don't ever explore the possibilities of related merchandise.

Always keep the tastes of your members uppermost in your mind. Note carefully what they've purchased down South and what they wear on informal occasions off the golf course. If you want to get more technical, you should note also their body shapes and buy clothes that enhance their appearance.

Put a little of your capital into experimentation. If worse comes to worse, you can offer this merchandise as part of a "package sale" as previously mentioned.

In the long run, attractive, carefully-selected and well-displayed merchandise should be able to "move" itself. But promotion gives it a chance to get to the customer before the customer comes to it. And that spells s-a-l-e-s.

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