

NEWS OF THE INDUSTRY

Fourteen Firms Named in 'Pro Only' Suit

CHICAGO—A major sporting goods retailer here has filed an \$8.4-million suit in United States District Court against 14 manufacturers for allegedly being denied access to "pro only" lines of golf equipment. The plaintiffs, Morris H. Mages and Laurence Mages, who operate sporting goods businesses under the names of Morrie Mages Sports, Morrie Mages Sports, Inc., and M. M. Winder Sports, Inc., claim that the manufacturers' alleged restrictive merchandising policies have cost them an annual loss of \$280,000, with a capitalized value of \$2.8 million, for which they are entitled to treble damages.

Reading like "Who's Who in Golf," named in the suit were: Acushnet Sales Company, Brockton Footwear (manufacturers of Foot-Joy shoes), Brunswick Corp. (parent firm of MacGregor), Burton Golf Company, Dunlop Tire and Rubber Corp., Charles A. Eaton Company, Hillerich & Bradsby, Karsten Mfg. Company, Professional Golf Company (manufacturers of the First Flight and Arnold Palmer lines), Ram Golf Corp., Spalding Sales Corp., Uniroyal Inc., Victor Comptometer Corp. (parent firm of the Victor Golf Company), and Wilson Sporting Goods Company.

The Mages' suit charges that the defendants "have knowingly and unlawfully combined, conspired, agreed, and have entered into a tacit understanding, together and with each other,

as well as with other persons, organizations, and/or associations, including, but not necessarily limited to, members of The Professional Golfers' Association of America, to unreasonably restrain the trade and commerce of golf equipment, and to monopolize for the golf professional, the said trade and commerce of golfing equipment, and to protect the golf professional from competition, all in violation of . . . 'The Sherman Act.'"

The case has been assigned to Judge Bernard M. Decker of the U.S. District Court for the Northern District of Illinois, Eastern Division.

GOLFDOM noted in its November/December 1973 issue (page 71) that the charges in this case would be "similar to those involved in the Golf City, New Orleans, litigation." In fact, co-counsel for the Mages case is Henry L. Klein, the attorney representing Golf City in New Orleans. He shares duties on the Mages case with Chicago attorney Stanley P. Sklar.

The three-year-old Golf City case is due to come to trial between October 14 and October 31 this year. Of the original 14 defendants named in the suit, remaining in the case are: Charles A. Eaton Company, Hillerich & Bradsby, Ben Hogan Company, Karsten Mfg. Corp., Irving King, Professional Golfers' Assn. of America, Uniroyal and Wilson. The other companies settled out of court and were dismissed from the suit.

ASSOCIATION OF CLUB EXECUTIVES FORMED

DEERFIELD, ILL.—A new association, The International Assn. of Club Executives, has been formed to improve the

professional status and performance of club management.

According to temporary chairman and former Club Managers Assn. of America president, G. V. Marlatt, the

association will provide an excellent centralized medium for the exchange of information and ideas within the international club management industry.

Qualifications for membership include four years experience in professional club management at the time of the membership application and approval of an existing club managers association in the applicant's native country.

Subscription for American membership will be \$100 a year; however, the various associations around the world will be asked to subscribe an amount at their discretion to help the fledgling organization get started.

Interested persons are asked to contact the temporary chairman, G. V. Marlatt, 435 Deerfield Rd., Deerfield, Ill. 60015. Charter memberships will be closed out at a forthcoming meeting in February, in Vancouver, B.C.



Paul R. MacDonald (right), vice president, Sports Division, Dunlop Tire & Rubber Corp. of Buffalo, N.Y., was recently elected a member of the board of directors of the National Club Assn. On hand for MacDonald's election was New York Republican Congressman Jack F. Kemp (left), who discussed legislative and legalistic matters pertaining to the private club industry at the association's annual convention in Washington, D.C.

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TORO, SPARTAN AID STUDY OF SHADE-TOLERANT GRASSES

EAST LANSING, MICH.—A joint grant of \$4,000 was presented by The Toro Company of Minneapolis and Spartan Distributors, Sparta, Mich., to Dr. James B. Beard to help further investigations of turfgrass shade adaptation.

Beard, who will head a six-man research team at Michigan State, said the investigations should greatly speed up the process of turfgrass breeding for shade adaptation, eventually benefiting the professional turfman and the homeowner.

Warren Schut, Spartan's president, praised Michigan State's outstanding turf program and its leadership in training turf specialists and in promoting the growth of healthy grass. Representing Toro at the ceremony was Dr. James R. Watson, vice president and chief agronomist.

TRUE TEMPER EXPANDS AMORY PLANT

CLEVELAND—True Temper Corp., a member of Allegheny Ludlum Industries, Inc., announced that the company was beginning construction of a major addition to its present installation at Amory, Miss. Total expenditures were estimated in excess of \$4.5 million and would include a 69,000-square-foot building expansion and new equipment for the processing of tubular steel and aluminum products. The new addition, a spokesman said, would increase the annual capacity of the total Amory installation by about 50 per cent. The major products produced at that plant are golf shafts, tennis racket frames and shafts for ski poles.

QUESTOR NET EARNINGS DOWN; SPALDING SALES UP

TOLEDO, OHIO—In its recently-released annual report, Questor Corp. reported net sales of \$366,497,000, a 9 per cent increase over 1972's net sales of \$335,259,000. Net earnings, however, reflected the problems of inflation: higher material and interest costs; material shortages, and Federal price controls. These factors were a major reason for the earnings decline of 22 per cent, from \$14,357,000 in 1972 to \$11,125,000 in 1973, said the report.

The recreational products group, the

Spalding Div., accounted in 1973 for 30.6 per cent of the total net sales figure. (This is second only to the automotive division's 46.9 per cent.) Its net sales for 1973 came to \$112,322, representing a 24.06 per cent increase over the 1972 figure of \$90,538. The four sports comprising the Spalding Division are tennis, billiards, skiing and golf. In the report the Top-Flite golf clubs and balls were singled out as a "continuing success story." The sales of Top-Flite balls, the report went on, exceeded forecasts for the second consecutive year, doubling capacity in 1973 and necessitating further additions for this year.

GRAFFIS CUP TO GO TO SECTION GIVING MOST TO NATIONAL GOLF DAY

LAKE PARK, FLA.—A perpetual trophy honoring the PGA section that contributes the most dollars on National Golf Day has been named the Herb Graffis Cup. Graffis, who with his brother Joe founded GOLFDOM 48 years ago, has been associated with the golf industry for half a century. He co-founded the National Golf Foundation, also with his brother Joe, and still serves on its board. He conceived and was the principal founder of National Golf Day in 1952, serving as an early chairman. He was also president of the National Golf Fund, the dispersing agent for monies generated by golf's only national fund-raising event, from 1966 to 1971, and still is on the board.

National Golf Day has been an event to which Graffis has lent generously of his talent, his energies and his vision. In so honoring him, this charitable event honors itself.

PROFESSIONAL GOLF REPORTS RECORD SIX MONTH EARNINGS

CHATTANOOGA, TENN.—Sales for the first six months of fiscal 1974 according to a report issued by Professional Golf Company, were \$9,300,000, up 39 per cent, from the first six months of fiscal 1973. Pre-tax profits were up 39 per cent. Earnings per share increased from \$.13 in 1973 to \$.18 in 1974.

Citing strong acceptance of all product lines as the reason for the increase, the company indicated that business continued to show strong gains into the third quarter, with profit margins rising despite increasing costs.

CHEF PROBLEM *from page 46*

ings, pie, custard puddings and sauces. Makes puff paste for patty shells, Napoleon Diplome, Peusians. Makes Berliner, Kugelhoph, Parisian Rings, Babas, French pastry, Viennese pastry, The baked Alaska, cherries jubilee, chocolate, omlettes, bacherin for parties. Decorates wedding cakes, birthday and anniversary cakes. Makes sugar baskets, ornaments and carves ice pieces.

STEWART—Canapés, buffet setups, barbecue, snacks and steak party setups. Food, china, glasses and silver. Regulates the schedules for the catering.

SUPERVISOR OF DISHWASHING—Supervising the cleaning of glass, china and silverware and distributing same in the Culinary Department.

STOREROOM—Issuing dry goods, vegetables, fruits, cheeses, dairy and pricing the requisitions.

FOOD CONTROL AND COST ANALYSIS—Controlling inventory, figuring daily food percentages and checking the daily purchases.

MENU MAKING—Menu variations for daily, special, banquets and receptions."

As might be expected, the graduation ceremonies, held every three years, are spectacular. Over 400 culinary show-pieces are displayed beneath crystal chandeliers in the elegant dining rooms. They are judged and graded by some of the world's most outstanding chefs and culinarians, who seem to approach their duties as judges with the utmost relish.

At the most recent graduation, which was held last November, Louis Bartenbach, vice president of La Société Culinaire Philanthropique and experimental chef/General Foods, delighted the young graduates by proclaiming that he had "never seen such a display. It is absolutely fantastic! Every minute detail is the design of a master."

Julia Child and her husband Paul were also among the visiting culinary experts. Never at a loss for words, the indomitable Mrs. Child exclaimed, "A spectacle like this upgrades the chef's profession," adding that she considers the Greenbrier's program a "finishing school for chefs where they learn to present what they cook."

Jack Sullivan, executive chef of the Disneyland Hotel and chairman of the board of the American Culinary Fed-