

NEWS OF THE INDUSTRY

Pro Shop Credit To Be Cut?

Industry sources have indicated a long romance might finally be on the rocks. Several manufacturers and distributors say pro shops might have a more difficult time obtaining credit on accounts if present trends continue. Many shops, some suppliers say, have become delinquent in their payments and companies are beginning to reevaluate their feelings toward pro shop merchandising.

"There is a real problem in collecting accounts right now in the business. A bad account stops my cash flow and hurts business all the way around," a California distributor recently told GOLFDOM.

Another West Coast equipment manufacturer related that some accounts his company handled were more than five months behind. With this ever-increasing problem, some manufacturers are seriously con-

sidering curtailing pro shop marketing and are taking a long look at the possibility of going toward discount houses on a more extensive basis.

Since the downtown discounter can handle the volume of mass merchandising, many manufacturers look to him as a sure bet to be able to pay the bills on time.

Although changing attitudes do prevail in the equipment business, there is reason to believe that manufacturers will desert the pros only as a last alternative.

"Pros have been the backbone of the equipment business for many years, it's tough to let an old friend go," a U.S. distributor recently remarked.

Old partnerships die hard, but certainly a new trend in equipment merchandising might be on the horizon.

Education Council to Meet At New Orleans Turf Show

The second meeting of the newly formed Educational Advisory Council of the Golf Course Superintendents Association of America will be held at the GCSAA's International Turfgrass Conference and Show Feb. 16-21 in New Orleans.

Eight of the country's leading turfgrass educators gathered at GCSAA headquarters in Lawrence, Kans. recently for the first meeting of the council.

The council represents the first opportunity GCSAA personnel and members of the academic community have had to assemble and consider all aspects of a golf course superintendent's educational needs.

Invited to join the council, review the educational programs of the Association and recommend appropriate actions to further educate

the nation's superintendent's, the members represent all facets of the technical profession through their various academic disciplines.

Coordinating the activities of the council was GCSAA director of education Bill Knoop. Present for the meeting were: Dr. James Beard, Michigan State University; Dr. Jack Butler, Colorado State University; Dr. William Daniel, Purdue University; Dr. George Estes, University of New Hampshire; Dr. John Hall, University of Maryland; Dr. Al Turgeon, University of Illinois; Dr. Coleman Ward, Mississippi State University; and Dr. Vic Younger, University of California, Riverside. Unable to attend the meeting was Dr. Herbert Cole, Jr., Pennsylvania State University.

Representing the Association's elected executive committee was Director Richard Malpass, chairman of the executive committee and

superintendent at Riverside Golf and Country Club, Portland, Ore.

During the two-day meeting the council reviewed the educational program planned for the New Orleans conference, the new pesticide applicator's seminar study manual and other educational materials. It also discussed the overall GCSAA educational program and reviewed future needs of the superintendent.

Chris Schenkel, ABC sports commentator, will be keynote speaker at the annual conference. Concurrent sessions will be held focusing on various areas of education for superintendents. Over 5,000 persons are expected to attend, and there will be more than 110,000 square feet of exhibit space.

There will also be a series of seminars during the pre-conference weekend. There will be classroom sessions with about 50 students each in such areas as pesticides, financial management, etc. The GCSAA will also offer its certification examination at the conference.

National Golf Foundation Announces 1975 Seminars

The National Golf Foundation will conduct three seminars for teachers during the summer of 1975, according to Lorraine Abbott, NGF director of educational services.

Two of these seminars will be designed for persons with beginning level experience, with academic credits offered by respective host institutions: Longwood College, Farmville, Va., June 22-27; and Stephens College, Columbia, Mo., Aug. 10-15.

The third seminar is designed for teachers with advanced level experience and is scheduled July 20-25 at Pine Needles Lodges and Country Club, Southern Pines, N.C.

All three seminars last five days, encompassing 40 hours of instruction with emphasis on the methods for golf instruction and golf program organization.

As in the past, sessions will be conducted by the NGF consultant staff, with guest presentations by some of the most prominent teachers in the game.

Jim Flick, Bill Strausbaugh and Gary Wiren have been confirmed as keynote instructors thus far.

These seminars are a part of the Foundation's program to upgrade the teaching of golf in the nation's schools and is part of its five-year plan to assist 30,000 teachers by 1978. Interested teachers and coaches should write for brochures and application forms to NGF, 707 Merchandise Mart, Chicago, Ill. 60654.

'Problems of The Economy' Is CMAA Vancouver Focus

Plans for the Club Managers Association of America annual meeting Feb. 19-22 in Vancouver, British Columbia, are already underway on the heels of a successful first annual Symposium held last month in Glen Cove, N.Y.

The general theme of the February meeting is what the manager should know about the national economy and its problems, how the economy affects the manager's operation, and how the manager should face his problems and solve them.

The CMAA is expecting a turnout equal to the 1,500 that attended its meeting last year in New Orleans. Speakers are still being lined up for the meeting, and there are hopes of getting representatives of organizations in other countries to give CMAA members insights to club operations around the world.

Twenty-two members attended the first annual Symposium last month. They were broken into two groups of 11 for intensive work with the faculty members. One of the high points of the discussions was Dr. Porter S. Crow's analysis of power relationships within individuals and groups, and how the club manager can use these relationships to his advantage. Crow is associated with the U.S. Chamber Institutes for Organization Management.

Wage Law's Second Stage To Begin New Year's Day

As if things weren't tough enough on some clubs, the thoughts of increased payrolls due to Congress' new minimum wage laws is something new.

Reaction to the next phase of the Senate's Bill S 2747 which will shift another gear on New Year's Day and raise hourly earnings to \$2.10, have

club management scratching for answers to the additional money squeeze.

"If we have to meet these new wage structures, it's obvious that we'll have to make up the money somewhere else. I think everyone knows where that somewhere else is too," a Midwest pro recently told GOLFDOM.

There are still a lot of questions that need to be answered about the new laws, including the employment status of caddies. There is still concern on whether the Wage and Hour Division of the Department of Labor will rule that caddies are indeed employees of clubs and not 'individual businessman', as has been the case in the past.

Expanded Pension Program: Clarke

William Clarke will step down as president next month at the professional Golfers Association 58th Annual Meeting in Honolulu, and he recently took time to reflect with GOLFDOM on his formal years with the organization, and where he thinks it is headed.

"For the future of the PGA, I think we have to look at an expanded pension program because only a handful of our members have a pension, and that is out of 7,500 members. This is why pros work forever, they have no pension to look forward to.

"We have to produce more jobs for the young men we are turning out that are qualified to be head pros. Right now there are just not enough jobs.

"The PGA employment phase is important too. We will almost have to become involved in the contractual agreements pros have with clubs; not by the way of unions, but through standardization, and more workshops in various sections of the country to get this kind of standardization we are talking about.

"Something that we have worked hard on and still needs constant prodding is the educational program where we teach such things as how to work against discounters. In this area, we have to make it known that we are truly professional people. I think this is the key, and the educational program can help us with this.

"For the PGA tournament pro-

Taking that into account along with the fact that the bill also puts a limit to the amount of fulltime students allowed, the labor pool will be affected and cause added problems for burdened management.

With spiraling costs becoming more and more obvious in the industry, pros might be forced to emphasize the pay aspect of the game instead of the play.

Record-Breaking Attendance Expected at Disney PGA Show

Early estimates indicate attendance will top last year's totals of 200 exhibitors and 420 spaces at the PGA

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gram I would like to see the second tour broadened. There are a limited number of spots on the pro tour, and we need a place to develop the young ones. The only players coming up today that can handle the pressure are from the colleges, just like football. A player like Ben Crenshaw is a seasoned veteran because of the major events he played while in college. I think our commissioner Deane Beman is well aware of the need for this expanded second tour.

"The PGA has taken me away from my club for about 125 days a year for the past five years, and it was getting very time-consuming. My home club always has to come first."

New officers for the PGA will be elected at the meeting Dec. 3-6 at the Regent Hotel. It is expected Secretary Henry Poe will move up to president and Treasurer Donald Padgett will move up to secretary. There are a number of candidates to fill Padgett's post.

The Vardon Cup will also be presented to the Club Professional Player of the Year at the meeting. It will go to the club professional who compiles the best combined performance in the Club Professional Champions and National PGA Championship.

The recipient will also receive an additional prize of \$1,000 and all expenses covering his trip to receive the cup in Honolulu. The award is given by Victor Golf Co., Morton Grove, Ill.

NEWS

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Merchandising Show to be held Jan. 26-29 near Orlando, Fla.

More than 4,500 persons are expected to attend the show, and private rooms may be available for companies on the waiting list to attend the show.

Headquarters for the show being held for the first time indoors are Contemporary Hotel Resort Complex about 15 miles southwest of Orlando, in Disney World.

It is expected many pros will combine business with pleasure because of the family attraction of Disney World, and the abundance of accommodations in the area.

Equipment, Softgoods Execs Eye Better Golf Promotion

Organization of separate committees for golf softgood manufacturers and discussion of the upcoming decision on the overall distance standard for golf clubs and balls were the main topics of concern at the fall meeting of the club and ball manufacturers last month.

The manufacturers met with other sporting goods industry executives in the Rancho Bernardo Resort near San Diego, Calif.

"We are trying to bring shoe, softgood and other manufacturers connected with the industry together to work more in conjunction with our organizations and the National Golf Foundation," according to James R. Butz, president of Victor Golf Co., Morton Grove, Ill., and president of the club association.

"We feel that the NGF is our number one arm for promoting the industry, and feel it is important for all of us to be working together," Butz said. He said preliminary meetings were held to get things started, and further work will be done in the future.

Butz said there was also quite a bit of discussion about the USGA overall distance standard that is to be decided early next year. Ball and club manufacturers feel it might take longer than originally thought to get a workable standard, but are impressed with the spirit of cooperation between the USGA and industry executives, unlike the past in many cases.

The annual meeting of the Sport-

ing Goods Industry associations will be April 20-23 in Dorado Beach, Puerto Rico, at the Cerromar Beach Hotel. Representatives of the USGA will be on hand to discuss technical standards.

The Golf Ball Manufacturers Assn. and the National Assn. of Golf Club Manufacturers are based in Chicago.

Arizona Club Owner Hosts Ford, Echeverria

Harry C. Pollock, owner of Tubac Valley Country Club north of the Mexican border in Arizona, is probably wondering what to do for an encore after recent events at his course in the past few months.

First, his club pro, PGA member Denver Cawdill, ran for governor on the Democratic ticket in the state, but was defeated in an early September primary.

Then American Airlines came out with a brochure naming his course as one of the 50 "greatest" golf courses in the world.

To top it all off, President Ford's historic meeting with Mexican President Luis Echeverria late last month was held at his club.

"Our club is one of the most beautiful places in the area," Pollock told GOLFDOM, "and it was ideal for protection purposes because it only has one road into the club for miles."

Pollock said his staff had nothing to do with setting up the meeting. Members of the White House staff showed up one day to ask permission and got it.

Pollock said that Ford's appointment secretary, Warren Rustand, is a native of the Tucson area, and often plays the Tubac course, and this is probably where the idea came from.

Pollock said there were about 200 persons from the White House at his club, about 100 of whom were security forces. There were also 300 members of the press corps that had to be accommodated.

Ford and Echeverria took over Pollock's home, which is on the course grounds, and Pollock's staff put together a buffet luncheon for all of the visitors, under the direction of a White House chef.

New Orleans 'Pro-Only' Suit Finally Gets Day in Court

After a three-year wait, a Federal Court in New Orleans began its hearings into the much-heralded Golf City anti-trust suit, Oct. 25. Six golf equipment manufacturers and the PGA are defendants in the suit, filed by the Crescent City golf merchandiser.

Golf City had charged that the companies have allegedly denied access to the "pro-only" lines of equipment through an agreement, written or otherwise, in which manufacturers decided that only pro shops would market the items.

Judge James A. Comiskey is hearing the case in his New Orleans courtroom, since Golf City had waived a jury trial. Head counsel for Golf City is Henry L. Klein, a 30-year-old Tulane University graduate, who will be pitting himself against some top corporate law talent in a trial which could go beyond January.

Commenting to GOLFDOM on the case, Klein noted that the suit was not filed to do away with "pro-only" lines, although he conceded that many in the industry look at a losing verdict as a severe blow to that type of merchandise. "Even if we win this case," said Klein, "I don't see the 'pro-only' lines collapsing and companies forced to sell their clubs to discount stores."

A member of the board of directors of Golf City, Klein is also involved, as an attorney, in another manufacturers suit in Chicago. Morris H. Mages, a Chicago sporting goods dealer, has filed suit against several manufacturers, stating that the companies' restrictive merchandising policies have cost him at least \$280,000 annually.

Tennis in Spotlight At New York Sport Show

A tennis business seminar and a tennis fashion show were highlights of the International Sporting Goods Exposition held in New York last month.

Basics of the tennis business — from store layout to customer satisfaction — were encapsulated into a

one-hour seminar which 300 people attended.

"Price, convenience and selection are no good unless you let people know about them," said J. W. Wilson, Weston, Mass., as he discussed various methods of promoting a pro shop.

Some of his suggestions were "if you sell clothing, wear the newest styles and colors," use new equipment, place announcements of new fashion and/or equipment arrivals and sales in the club newsletter, lockers, bulletin board and lobby.

Some of the points brought out in the tennis fashion show were the tremendous increase of tennis apparel manufacturers in recent years. There are about 200 today.

"As a result," said Norman Thier, buyer for Herman's World of Sporting Goods, Carteret, N.J., "it is now much more difficult and time-consuming to make the proper choices. On the plus side, the competition is forcing our vendors to become more innovative and try just a little bit harder."

He said it is vital to see as many lines as one possibly can and to look for three basic ingredients when selecting suppliers: the manufacturer that is totally committed to tennis fashions, one who is imaginative with style, design, colors and fabrics, and resources that are fairly priced and delivered when promised.

Color trends and fabrics also occupied an important segment of the fashion seminar.

"Until recently," he said, "we had either all white or white a little bit pregnant with colors. The baby was finally born and today color-smashing forehands, backhands, volleys and aces are all over the courts."

In fabrics, he pointed out that 18 months ago, 100 percent doubleknit polyester was used almost exclusively; today, the variety seems endless with polycrepes, cottons, lycras, nylons, cotton-backed dacrons, texturized polys and acrylic knits taking over.

As for the warm-up suit, Thier said, "It has been re-styled, re-colored and re-born and everyone is wearing them." He indicated we can expect to see them on the street as well as on the court.

Sugar Cost Up; Coffee Down; Beef Price Cut By Grading?

Recently proposed changes in Federal beef-grading standards could lower club managers' meat bills, but don't count on it.

Other watchwords for the managers are: the price of sugar will probably continue to go up, and the price of coffee down.

The proposed beef changes announced recently are aimed at reducing the cost of producing beef and providing leaner, less expensive meat. Industry and government officials say this would occur by reducing the fat required in carcasses that receive the top grades of U.S. Prime and U.S. Choice.

Under existing standards, it is presumed a certain amount of fat, or marbling, assures tenderness. The proposed standards would reduce the time animals spend in feedlots consuming increasingly costly grain, and thus reduce price.

Meat-industry analysts say these standards could result in average savings at the retail level of five cents a pound. But there are many who dispute the assertion that lower beef prices will result.

The thrust of critics' charges is that the proposals will result in a lot of beef currently rated good being sold as choice beef at the higher beef prices.

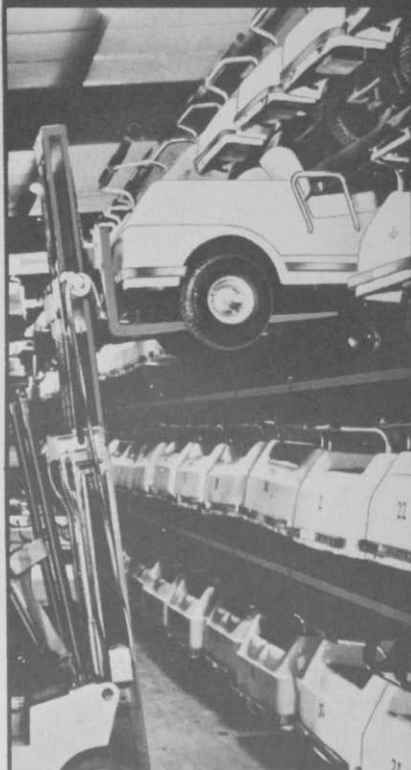
Hearings on the proposals began last month by the Agriculture Department. The new rules could become effective as soon as February.

The price of raw sugar has more than tripled in the past year, causing sharp jumps in the cost of sugar for restaurant use and in the cost of hundreds of products made with the natural sweetener.

"At the rate price increases are coming through I hate to hazard a guess as to what we will be paying for sugar in coming months," one club manager told GOLFDOM.

Demand for sugar has escalated in recent years both because of population growth and increases in the standard of living around the world. The United States only produces about one-half of the sugar it consumes, and must compete in the world market for the rest. As the economics of developing nations grow, people have more spendable income and they begin consuming

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more sugar and products which contain sugar.

Many major coffee companies cut prices five cents per pound last month, the second cut in two months. Prices were cut three cents a pound in August.

The reduction was in response to competition and lower green coffee prices, a spokesman for Maxwell House Division of General Foods Corp. said.

Michigan Section of PGA Winner of Graffis Cup

The Michigan Section of the PGA is the first winner of the Graffis Cup — a perpetual trophy honoring the PGA section that contributes the most money on National Golf Day.

Top contributor in the section was Royal Oak Country Club, Royal Oak, Mich., with Don Soper leading with \$6,102. The club contributed \$16,887.

The Nebraska Section, smallest of the 38 sections, was second with

\$10,360. Florida Section was third with \$10,434. Individual leader was Max Crouch of Omaha Field Club with \$8,024. Total contributions were \$154,444.

The Graffis Cup is named in honor of Herb and Joe Graffis, founders of GOLFDOM.

Maryland Agronomist Named To PGA Tournament Staff

Allan MacCurrach, 35, of Gaithersburg, Md., has been named agronomist for the PGA Tournament Players Division.

Commissioner Deane Beman said MacCurrach "will conduct advance sponsor visits to advise in course conditioning and maintenance."

MacCurrach's position is a new addition to the TPD staff. "Through this position we expect to further our goal of constantly upgrading the conditions of play in tournament golf," Beman said.

MacCurrach is a graduate of Burdett College in Boston and has an

A.S. degree from the Stockbridge School of Agriculture at the University of Massachusetts.

He has been associated with a number of golf clubs, most recently the Chevy Chase Club, Chevy Chase, Md., where he has been employed since 1966.

He is a certified member of the Golf Course Superintendents Association of America and the Mid-Atlantic Association of that organization.

He is a licensed tree expert in Maryland and holds one of two pesticide consultant licenses ever issued by that state.

PGA Employment Service Aids Members and Clubs

Bringing together the country club manhunter and the job-hunting golf professional is the function of the revitalized PGA Employment Service which in two years has issued 34 job placement bulletins and helped fill vacancies in scores of golf shops.

A PGA professional seeking a new position may register with the service for a \$25 fee. This entitles him to receive the service bulletin that is issued periodically at an average annual rate of one a month.

These are issued more frequently during the winter months when most golf professionals are seeking placement or change of job before the opening of the traditional spring golf season.

Since the PGA executive committee breathed fresh life and vigor into the service in 1972, a total of 133 job vacancies have been posted with Don Smith's office. He is PGA administrative assistant who supervises the service.

These included openings for 65 head pros, 64 assistants and four golf directors. Job openings come to Smith's attention through direct request from club official or through PGA section correspondence in the columns of the PGA magazine, The Professional Golfer, and other golf publications.

Sewage Sludge to Fertilize? Must Monitor Metal Content

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sludge for fertilizer being talked about at turfgrass conferences more and more these days, a word of caution is noted by a Penn State soil chemist.

Dr. Dale E. Baker says that sewage sludge should not be used as fertilizer until an effective monitoring system keeps track of heavy metals added to soils.

Composition of sludge varies greatly with time and is generally higher in copper, zinc and cadmium than is desirable, Dr. Baker said. Traces of some heavy metals are needed in soil for healthy growth, he said. Nine pounds per acre per year are recommended for zinc, for example. But common sludge increases the zinc in soil to about 200 pounds per acre.

Under low concentrations of heavy metals, Dr. Baker believes sewage sludge can be used safely as a fertilizer for at least three years at rates not exceeding 10 tons of dry matter per acre per year. The "kicker," of course, is the concentration of heavy metals in parts per million of dry matter.

From Penn State experiments, zinc should not exceed 1500 parts per million. Copper concentration should be no more than 750 parts per million. With lead it should not exceed 500 parts per million. Nickel's concentration is considered safe at 150 parts per million.

Colgate Purchases Ram

Colgate-Palmolive Co. has purchased the 25-year-old Ram Golf Corp., Elk Grove Village, Ill., for 800,000 shares of Colgate common stock.

The stock is worth about \$20 million on the current market.

Overall Distance Standard Decision by USGA Delayed

An act of God threw a monkey wrench into the chances of the USGA making any quick decision on its overall distance standard. The organization probably won't reach a verdict on golf's latest equipment debate until spring.

A well-placed bolt of lightning during an electrical storm last September at the USGA testing site at Far Hills, N.J. incapacitated the

group's Tru-Temper testing device. The machine is the vital link in establishing distance capabilities of equipment.

Hoping to stabilize the game, by basing the golfer's success on his ability rather than equipment, the USGA began conducting its extensive examination of equipment to establish a standard for the playing public.

Participating fully in the project, various ball and club manufacturers

have had a hand in determining the formulation of the decision. Various velocity tests have already been conducted at the project site on several popular brands of equipment.

"There has to be some sort of limit that a person can allow a ball to aid their carrying distance. I'm sure that the manufacturers can make a ball that'll go much farther than the ones now, but eventually we have to return golf to the player's skill," USGA Public Information Director

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Robert Sommers recently told GOLFDOM.

Sommers indicated that his organization might have some sort of statement on the overall distance standard at executive committee meetings in either May, June or August.

Also included in the announcement is the possibility of where graphite shafts fit into the rule. Several months ago, the USGA began testing the shafts to see whether they would fall into the same category as the balls.

Some skeptics thought that the investigation into graphite might lead to the USGA outlawing the shafts, but preliminary indications from the organization reveal there is no cause for alarm and the shafts are thought of as acceptable for play.

Otis Elevator Back to Work

After a four-month work stoppage,

Otis Elevator's Special Vehicle Division resumed production of its golf car line in mid-October in its Stockton, Calif. plant.

Western Regional Sales Manager James Folkedale told GOLFDOM that the company had a million dollar backlog in orders due to the strike and that the firm would have its work cut out for it to meet demand. Otis is currently marketing a 1975 model, the S 75, an electric, four-wheel car, priced around \$1,900.

Exemption Lost if Club Opens Doors to Public

A recent Internal Revenue Service ruling has indicated country clubs are tax-exempt, but they lose that exemption if they throw open their facilities to the general public.

The ruling involved a country club that had corporate memberships as well as individual.

Because corporate members could designate which of their employees were to use the club, that

was like dealing with the general public, the IRS ruled.

By contrast, if a company merely paid a member's dues for him, that was still a bona fide individual membership.

However, it must be noted that if a club draws less than five percent of its gross receipts from the general public, there is no problem with the club losing its tax exemption.

Corrections

In GOLFDOM's Fashion Preview '75 article last issue, an incorrect price was quoted for the AMF Ben Hogan Co. shirt pictured at right. The correct price is \$20.

Also, the author of "Turfgrass Research: A Management Tool," was incorrectly identified. He is Marvin H. Ferguson.

GOLFDOM regrets the errors.



"Trade" School Pioneered in West

Pioneering the future education of the golf business person, the first school established to train people for management careers will open its doors in January on the West Coast.

Under the direction of professional Charles Pierce, the San Diego Golf Academy will couple a comprehensive academic curriculum in business with instruction in the game and its teaching methods.

"Our emphasis at the academy will be to give our students the best education, in order that they can excel in the golf professional field. To accomplish this, we must give them a well-rounded academic experience," Pierce told GOLFDOM.

Students will run the full gambit in the two-year business program. Pierce's instructors will offer classes in elementary accounting, general business law, office management, speech and human relations in business, food service, salesmanship, communication skills, sports theory and retailing.

Along with classroom work, which will fill at least four hours of

each scheduled day, four more hours will be spent on the golf course, learning the game and attempting to grasp its teaching methods.

Based at the 27-hole Whispering Palms Golf and Country Club in suburban Rancho Santa Fe, the academy plans to have one nine-month session a year with a limit of 150 students per period.

Supplementing the regular curriculum, a lecture series will feature experts in various facets of the golf industry from leading tour pros to equipment manufacturers. "We hope to bring the equipment people to the academy to tell our students what their products do and how they can eventually aid the pro when they are in a position to purchase," Pierce added.

Open to both men and women over 18 years of age, the academy screens applicants with at least a "B" average in high school study or the equivalent in business experience. A recommendation from a golf professional is also a necessity.

Entrance fee to the academy is

\$3,000 a year, which pays for all class fees and allows full use of the facilities at Whispering Palms. Pierce noted that the State of California has approved the concept of the program, but until classes are begun, no academic accrediting organization will focus attention on the San Diego operation.

After the first year is completed, the second nine month period will be devoted to more specialized courses in golf management. Included in this package are planning and organization of recreational activities, landscape and course design, turf management and advertising principles.

Preliminary indications look as if the San Diego academy will reach its student quota easily. Pierce pointed out that his organization is checking out the possibility of pupils receiving college credit or PGA sanctioning in the program. Pierce also indicated that he may solicit the advice of the National Golf Foundation on the project.