

NEWS OF THE INDUSTRY

Country Club Tax Status In Question

Country club taxes were recently in the news in Maryland, and implications of what is going on in that state are of interest to country club officials across the country.

The *Washington Post* recently featured an article on the tax status of country clubs that take advantage of a tax break if the club "promises to keep its land in open space for 10 years." This agreement can be renewed for succeeding 10-year periods. The Maryland state law was formed in 1966 and next year will terminate the first 10-year period agreement.

Under the present law, country

clubs are exempt from annual land assessment increases and pay virtually the same rate of taxes each year, even though the value of land around the country club is continually increasing, it was reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents. In 1966 when the agreements were signed, the assessed value for club land was about 54 percent of the fair market value. Since these assessments have not changed despite inflation, the current assessment value is now only 28 percent of the fair market value. A bill was recently introduced in the

Maryland legislature to increase country club assessments to 50 percent of the fair market value but was killed in committee without a floor vote.

Speaking in an editorial voice, the newsletter said any additional tax assessment will result in a higher dues structure for all country clubs throughout the state. It said the majority of members are not rich and are already cutting their expenses to survive inflation. Results of members letting their memberships at private clubs lapse would be that the state would be faced with overcrowding of recreational facilities. More park and municipal courses would be needed, resulting in increased government expenses.

Golf Cars No Longer Allowed On Pinehurst No. 2 Course

The famed Pinehurst No. 2 golf course will no longer allow golf cars on its 7,051-yard layout, and will require use of caddies.

The announcement was made by William C. Brent, Jr., president of Pinehurst, Inc., who said: "We have made this move in order to preserve the quality which Pinehurst No. 2 has become so famous for around the world."

The course, which plays to a par 71, is one of five championship courses at Pinehurst, in North Carolina. Pinehurst is the only private country club in the United States with five 18-hole courses. All five courses begin and end at the 80-year-old Pinehurst Country Club as well as the new \$2.1 million members' club which will open later this month. Pinehurst No. 2 is also the site of the \$200,000 World Open Golf Championship in September, and its fourth green is overlooked by the World Golf Hall of Fame.

\$250,000 Industry Challenge Is Initiated by Spalding

As anyone related to the golf industry must know by now, Spalding is making a \$250,000 challenge that no other leading pro shop golf ball can outdistance its "Top-Flite" ball. The challenge is directed at the Titleist, Royal +6, Blue Max, Wilson LD, Titleist DT and Maxfli balls.

The publicity-minded challenge has received excellent exposure in



GOLFDOM's Herb Graffis and PGA President Henry Poe admire the Graffis Cup which will be awarded to the PGA Section generating the largest contributions to the National Golf Day charities drive this year. The 23-year-old event, which provides help for more than 35 golf charities, generates funds as golfers contribute \$1 or more to try to beat the target score (with handicap) set at the Round of Champions at Firestone Country Club in Akron, Ohio June 2. The target score to beat is the lowest round of the competing champions — PGA champ Lee Trevino versus U.S. Open champ Hale Irwin for men and LPGA and Women's Open champ Sandra Haynie and 1974 LPGA player-of-the-year JoAnne Carner for women.

the golf industry by advertising and word-of-mouth, and manufacturers of the other golf balls have until August 31 to accept the challenge.

"Many claims have been made by manufacturers about the distance their golf balls travel," said Ralph Carlson, Spalding's business manager of golf. "So by issuing our direct challenge we hope to show golfers once and for all which ball actually travels the farthest. In this way, their decision on which golf ball to buy can be made solely on facts.

"\$250,000 says Top-Flite is the longest ball and the first competitor that can outdistance us in a head-to-head test goes home with the cash," Carlson said.

The test will be conducted independently by Opinion Research Corp., Princeton, N.J. Carlson spelled out some of the rules governing the challenge. The golf site would be chosen based on the mutual agreement of the challenger and Spalding. Opinion Research then would select a "reliable base" of amateur golfers from among men and women having a wide range of handicaps. They would use a driver and a five iron until Opinion Research determines the winner on the basis of the total distance of the two shots.

"We feel the challenge is a truly meaningful distance test," Carlson said. "No machines. No gimmicks. Using the best gauge, the men and women who play the game." As of yet, no other company has taken Spalding up on its challenge. It was also reported another factor in the challenge is that should Spalding win a challenge, Spalding would be allowed to use the fact in its advertising campaign.

Damages Awarded In "Pro-only" Case; Wilson, PGA to Appeal

Fourteen weeks after a verdict was reached, damages were finally awarded in the Golf City "Pro-only" suit in New Orleans May 30. Judge James Comiskey awarded Golf City, Inc. \$292,127.27 from the defendants, Wilson Sporting Goods Co. and the Professional Golfers Association.

Despite the financial arrangements made in the Crescent City

there is little doubt that Wilson and the PGA plan to appeal the decision to the Fifth Circuit Court of Appeals, also in New Orleans.

Golf City's chief counsel Henry Klein told GOLFDOM he was happy with the judgement, but thought an appeal was imminent.

The defendants in the case stand to pay out around \$225,000 plus interest if their appeal is turned down. Klein indicated that over \$116,000 had been credited to the defense, because of a number of other defendants who had settled out of court.

In other litigation pending against equipment manufacturers, a pre-trial conference was held in federal court in Chicago May 23 in the case of sporting goods dealer Morris Mages versus over a dozen of the club manufacturers.

Klein, who is also involved in the Chicago case, is basing his anti-trust action against the manufacturers in much the same way the New Orleans action was taken. Another pre-trial conference is set for the court of Judge Bernard Decker in Chicago on Aug. 21. Over 30 attorneys are working on the defense case.

Keep Members Interested, CMAA Exec Says

Being acutely aware of rising costs, Wichita Country Club in Kansas recently started its own Fight Inflation Plan, according to its club manager, Josef Auerbach.

Writing in the newsletter of the Club Managers Association of America, the newly elected secretary-treasurer explained the program that he feels is the kind of thing country clubs will have to do in the future to keep members interested.

"Three evenings a week we feature all you can eat family style dinners at a low overall price," he said. "Children under 12 get half price and children under six eat free.

"We also recognize the fact that a franchise which sells billions of hamburgers can't be all wrong," he said. "The club features our own super burger to get a small share of that business. Obviously, as a prestige club, we must also offer the variety and quality of meals that today's sophisticated membership expects."

Tennis is another area where the Wichita club anticipated trends in

National and Local Chapters Don't Back Members on Jobs, One Superintendent Says

Associations should back a superintendent from the time he applies for a job, right through until he accepts a position and continue to represent him as long as he keeps the job, according to Wayne Evans, superintendent at Brandywine Country Club in Brandywine, Md.

"The area in which associations are falling short is in the endorsement of each and every superintendent," Evans said. "The crux of the situation lies in the fact that there is no real job assurance for the superintendent in that he has no real contract."

Evans said the superintendent has more wide-ranging responsibilities than either the pro or the club manager. He is responsible for the planning and maintenance of millions of dollars worth of land, turf, ornamental plantings and equipment.

Evans said he feels certification is a must. He said it gives the superintendent tremendous lever-

the mood of its members. "When tennis became a national popularity," he said, "our club already had anticipated the trend. From two unused concrete courts, we advanced to six modern outdoor and three excellent indoor courts. The tennis roster lists almost 300 active tennis families. In the first 18 months of indoor operation, they spent over \$75,000 on indoor fees."

The basis of Auerbach's views was that management must continuously analyze its own market area and must constantly find new ways to interest membership participation. He said it will be exceedingly more difficult in the future to cover operational deficits by dues increases or assessments. The competition for the entertainment dollar will be even greater as inflation continues to climb.

He stressed that private clubs have always had a propensity to encourage inefficiency, and that to survive the economic turmoil, management must learn to cut costs whenever possible and institute new controls to minimize waste.

age with his club, because he feels this shows club officials that the superintendent has proven himself at the top of his profession.

Second, the superintendent must have a standard contract approved by the sectional and national associations. "We are professionals, if we are worth our salt we should be able to uphold our part of the contract as well as the club upholding theirs," Evans said. "With standard sectional contracts there would be no bickering among the association members about salaries and benefits. All superintendents young and old would get desired salaries with backing of the association."

Third, the clubs should be encouraged to hire only the endorsed superintendent. This would encourage the good superintendent to constantly improve himself, he said. This would insure clubs good superintendents.

"Fourth, and this may hurt a little," Evans said, "a change in officers of the associations. If the officers cannot think along progressive lines they are no longer viable officials to represent us. It has probably been a long while since many of the sectional and national association officers have fought for jobs. These people may not remember how it was when they were getting their start. As a result they are not protecting the young superintendent. Administrators may unknowingly have become complacent. And the younger superintendents look to them for advice counseling and direction. If administrators cannot give us this, then it may be time for them to step down," Evans reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents.

Writers Will Honor Roberts At New York Dinner In July

The Metropolitan Golf Writers 23rd National Awards Dinner will pay tribute to Clifford Roberts July 28 at Rye Town Hilton Inn, New York, N.Y., according to Paul Meneg, president of the group.

Roberts is chairman of Augusta

National Golf Club, and winner of the association's 1975 Gold Tee Award for "outstanding impact on the game" in conducting the prestigious Masters Tournament for the past 40 years. Previous winners of the Gold Tee Award include Gary Player and Jack Nicklaus. All former Masters Champions will be honored as part of the tribute to Roberts.

Touring professionals to receive awards at the dinner include Johnny Miller as 1974 Player of the Year, Hale Irwin as 1974 U.S. Open Champion, Lee Trevino as 1974 PGA Champion and Jack Nicklaus as Tournament Players Division Champion. Sandra Haynie will be paid special tribute for winning the Ladies Professional Golfers Championship and U.S. Women's Open last year. Patty Berg will receive the Ben Hogan Award presented annually by the Golf Writers Association of America to the golfer who resumed their career after overcoming a physical handicap. The 1975 "Golf Family of the Year" is John E. Kenny, Sr. of Chicago, and his sons, John, Jr., Gerard, Phillip, Patrick and James. Metropolitan area golf champions will also receive special awards. Proceeds of the dinner go to the Caddie Scholarship Funds of Westchester, Long Island and New Jersey Golf Associations.

Western Golf Association Gives Superintendent Awards

The Western Golf Association has commended three golf course superintendents for their "skill and dedication" in conditioning their golf courses for championship play during three 1974 national championships in the Western Golf Association area.

Receiving commendations were Edward Fischer, Butler National Golf Club, Oak Brook, Ill., host to the Western Open; Russ Adams, University of Minnesota Golf Course, Minneapolis, Minn., host to the Western Junior Championship; and Dennis Truhn, Point O'Woods Golf and Country Club, Benton Harbor, Mich., host to the Western Amateur Championship.

In announcing the official commendations, Thomas A. Reynolds, Jr., Western Golf Association president, said, "Their cooperation in

this phase of their work was in keeping with the highest traditions and best interests of the game of golf."

Funded Tennis Foundation Opens Offices In Chicago

The Sporting Goods Manufacturers Association has created the Tennis Foundation of North America. Offices are 705 Merchandise Mart, Chicago 60654. Jack Mountford is executive director.

Mountford said the Foundation was developed to promote the advancement of the tennis industry, including the promotion of tennis, the encouragement of tennis instruction and the development and expansion of tennis facilities, both public and private, indoor and outdoor.

The Foundation is funded by membership from sporting goods manufacturers and other interested persons, groups or organizations concerned with sustaining and promoting the game of tennis.

Imported Beer Sales Grow

Despite the nation's economic woes, a recent report shows that Americans, including country club members, are drinking premium-price imported beers from around the globe with greater frequency. This is shown by the near 43-million gallons reaching these shores last year. This is a 22 percent gain over the previous year.

Heineken, imported from Holland by Van Munching & Co., New York, continues to pace the market. Heineken has about 35 percent of the imported market. Its chief competition, Lowenbrau, and some 30 other German beers account for a 22 percent share. Of that total, Lowenbrau is estimated to have 14 percent.

According to an industry source, Holland beer (with Heineken accounting for 98 percent) has outstripped its German competition by a wide margin over the last six years. For example, Holland beer imports rose from 7.6 million gallons in 1971 to more than 12.3 million last year, whereas German beers' volume of 9.6 million gallons in 1971 dipped to 9.5 million last year. German beers' market share, according to the source, dropped from 27 per-

NEWS OF THE INDUSTRY continued

cent to 22 percent over the past two years. Meanwhile, Canadian beer imports jumped from 15 percent in 1973 to over 20 percent last year.

15 Years Service Training Celebrated by Jacobsen

Jacobsen Mfg. Co., Racine, Wis., this year celebrates 25 years of continuous product service training.



TENNIS PLANNING CONSULTANTS
PROFESSIONAL, INDEPENDENT
Economic, Planning, Design
and Engineering Services

Indoor Projects	Outdoor Projects
Art Aischuler	Jack Kamrath
130 N. Franklin Street	2709 Ferndale Place
Chicago, Ill. 60606	Houston, Tex. 77006
312/782-0355	713/523-2541

Circle 146 on free information card

Shamrock ONE IRON... \$15

SPECIAL ONE TIME INTRODUCTORY OFFER

For Pros' personal use. Hit it and if you don't agree it is the greatest one iron ever manufactured—send it back within 14 days after we ship and we will refund your money immediately. Send check or Money Order with order only on this special offer. Limit one to each pro. (Regular suggested Retail price \$37.50).

Shamrock Golf Company
10850 Wilshire Boulevard, Suite #560
Los Angeles, California 90024

Circle 116 on free information card

Company executives told GOLFDOM that in 1950 Jacobsen recognized the need for service training for dealers and distributors who sold and serviced its products.

To accomplish this the company formulated a nationwide training program which involved three sets of training teams — one set each for the East Coast, middle West and West Coast. From 1950 to 1963 service schools were conducted by Jacobsen field sales engineers and field service supervisors in all parts of the country. Many of these schools were sponsored by Jacobsen distributors for the benefit of Jacobsen equipment users.

A factory service school was opened in Racine in 1962. In 1964, because of the increasing interest in product service, the school was expanded to 4,000 square feet in one area and remodeled to include audio and visual training aids. Within recent years service training has gone international with travel to many countries where Jacobsen products are being used. The Jacobsen training staff has trained over 125,000 technicians in the past 25 years.

Robert Trent Jones Tax Case Gets Favorable IRS Ruling

The Internal Revenue Service initially considered the arrangement by golf course architect Robert Trent Jones a tax dodge, but everything was ironed out in the end. Here is the short story from the beginning.

An offshore corporation solely owned by Jones of New Jersey agreed to design and manage construction of an English club's \$240,000 golf course. Because the club could not get Britain to permit pay-

ment of Jones' 10 percent fee in dollars, he formed a second company in the Bahamas and made it a party to the contract. He had hoped to use this company to collect his blocked sterling and facilitate its conversion into dollars.

The first company performed some of the work on the project, but the second company got the payments for it. Partly for this reason, the IRS considered the arrangement a tax dodge. It insisted that \$22,075 of the golf club's 1968 payments to the second Jones company (which lost money and was not taxed in 1968) amounted to a dividend to Jones on which he owed \$12,874 in taxes. The tax court recently sided with Jones. The court held that the money was not paid as a dividend to Jones. "The funds retained," the court said, "were not personally used by the petitioner, nor were they expended for his personal benefit," the Wall Street Journal reported.

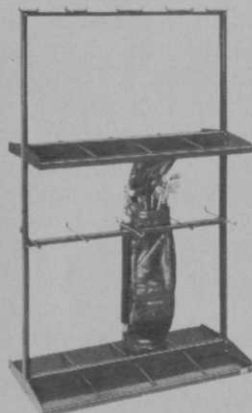
Clubs Put Out Welcome Mat To Entice New Membership

The high cost of belonging and the state of the economy has apparently lead to some thinning of club membership lists across the country.

To lure members, Island Hills Golf Club in Sayville, N.Y. has begun a recruiting drive and talks up golf to local religious and fraternal groups. Harbor Hills Country Club in Port Jefferson, N.Y. has lost half its golfing membership in the past year. It has tried to recoup by cutting golfers' annual membership fees from \$1,190 to \$950.

Englewood Golf Club, Englewood, N.J., has gone even further. Founded in 1896 and once the site of the U.S. Open, the club last year had 220 members paying its annual tab of \$1,975 plus other charges.

Now it has turned to an aggressive marketing program with ads on radio stations and buses. One new idea is a "Pay as You Go Club" membership for \$275 a year. Those who join pay a \$9 greens fee each time they play golf, \$3 for each tennis game. Regular membership at Englewood has dropped to 150, but the club has 200 "Pay as You Go" members plus 600 dining members who pay \$50 a year just to eat at the club's discotheque, the Wall Street Journal reports.



INCREASE EARNINGS, SERVICE & SPACE Remodel your present storage space, update with NEW *Stafford* VERTICAL BAG RACKS

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Faster, easier storage
- Provides a neat appearance
- Easy to install and add more as needed

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves. Send us your floor measurements, we will plan a layout and quote you — no obligation. U.S. and Canadian patents. Send for folder.

The A.G. STAFFORD Co.

2000 Allen Ave., S. E.
Box 8877, Canton, O. 44711
Phone 216/453-8431

Circle 130 on free information card

Superintendent's Education Becoming More of a Factor

Many seasoned golf course superintendents around the country may be the last of a fading breed — those who rely strictly on experience in practicing their profession.

Dr. Joseph Troll of the University of Massachusetts does not completely agree with the growing trend to close the door on experience when a job opening is being studied. He maintains the practical aspects of the profession are difficult to overlook. However, he does admit that a good many turf schools are producing capable young men, and that this supply may become a major factor in the future.

Dr. William Daniel of Purdue said the expansion of the turf managing educational program is a signal that the superintendents of tomorrow will be those plotting the improvement of the golf course on paper rather than learning slowly in the field.

"There definitely has been a change in the past 10 years," Dr. Daniel told Gerry Finn for the newsletter of the Golf Course Superintendents Association of New England. "And I suppose the superintendent's profession has been responsible for it. In making the profession more attractive with higher salaries and increasing benefits, the young people of today are diving into turf management programs like never before.

"Now, they haven't stopped turning out turf management majors," he said. "So this market will become flooded and selectivity will be evident in replacing retiring superintendents." He recalls that the the golf course superintendent of years ago did not command the respect and attention he does today. Therefore, since he was hardly noticed, little thought went into replacing him. Usually, it was simply a matter of elevating his assistant.

"This problem comes right back to the old story of upgrading the profession," he said. "The sad part of it all is that fine, decent people are bound to get hurt. I include in my theory of advancing the superintendent's vocational position a slow but reluctant bumping off of the veteran."

Dr. Troll is not completely convinced the country club will put an

exclusive requirement of education on its turf job openings. "I guess I'm from the old school," he said. "I still think there's room for both in golf. However, I'm leaning to the fact that one can't work without the other. It has to be a combination of education and experience. So, in a way, I'm saying education is moving into a distinct qualification for the superintendent's profession. With so many people coming out of schools, the employers have to be influenced when a young man includes a college degree in his presentation."

Hercules Wins Market Award For "Be A W.I.N.er" Ad

A top award in the 1975 National Agrimarketing Awards competition for the southeastern region has been won by the Turf and Horticultural Products Division of Hercules, Inc.

The award was made for the Hercules "Be A W.I.N.er" Nitroform fertilizer campaign in Category 5A-Trade Papers — a campaign of single pages in two or three colors. The ad has run in GOLFDOM and other industry magazines. The campaign featured the use of "W.I.N." as an acronym for water insoluble nitrogen, an important ingredient of turf and horticultural fertilizers made with Hercules Blue Chip fertilizer.

Doris J. Watson was the account supervisor in the Hercules advertising department. The advertising campaign was prepared by Chesapeake Advertising Agency of Norfolk, Va., under the direction of Robert Stiffler, president.

USGA Region Director Named

Thomas J. Meeks, Carmel, Ind., will join the United States Golf Association staff on June 1. He will be regional director, a new position.

His duties will include periodic personal contact with regional golf associations, USGA member clubs and USGA committee members. The USGA said it has long felt the need for more personal contact with its constituents around the country. For three years Meeks has been executive director of the Indiana Golf Association and the Indiana section of the PGA.

Grafalloy Expands Facilities

Grafalloy Corp. has leased 9,400 square feet of industrial space at 1020 N. Marshall Ave. in El Cajon, Calif. to expand the manufacturing and warehousing of its graphite golf shafts, according to company president J. T. Sterry.

John Gibson of the San Diego office of Grubb & Ellis Co. represented the lessor, J. N. Ceazan Co., Inc., of Los Angeles, with Hill-Smyk Associates cooperating.

Johns-Manville Publishes Revised Golf Car Brochure

Johns-Manville's Club Car golf car is explained in a revised brochure recently published by the Denver company.

What the company calls operational advantages of using the four-wheel electric car are explained in color photos and text. Included in the brochure is complete specification data, including standard and optional equipment. For a copy of the brochure, IR-10A, write to Johns-Manville, Box 5705P, Greenwood Plaza, Denver, Colo. 80217.

Golf Club Company Expands

Diamond T Sports, Inc., a manufacturer of golf clubs, has leased an industrial building at 15557 Garfield Ave., Paramount, Calif., in order to expand its manufacturing operations. The announcement was made by company president Charles F. Hagemeyer.

The building contains 12,000 square feet of space and the grounds has parking for 15 cars.

Eating and Drinking Sales To Be Up 10% This Year

Total United States eating and drinking place sales reached \$41.8 billion last year, according to the Census Bureau.

With menu prices up at least 12 percent, there was no real growth nationally. Projections for 1975 are for a 10 or 11 percent sales increase.

One Way Course Maintenance May Change In Next 20 Years

Golf course superintendents may be regularly fertilizing only landing

areas on fairways, greens, tees and approach areas in the future if the fertilizer crunch turns out to be a permanent headache, according to Texas A & M's Dr. James Beard.

Speaking in New Orleans at the GCSAA conference earlier this year in a panel discussion of the fertilizer situation, Beard said: "One of the negative aspects of using less fertilizer is the reduced recuperative potential of the turf this causes. There might have to be more concise differentials of how available fertilizer is applied, and superintendents might be fertilizing landing areas differently than the rest of the fairways down the road another 20 years."

There were other interesting notes that came out of the informative panel. Outgoing GCSAA President Charles Baskin said last year in the United States there were 280 million rounds of golf played. Baskin also produced another figure that should have manufacturers of course maintenance equipment and materials drooling — in 1974, over \$550 million was spent on golf course maintenance.

Hercules' George Osburn said the concept of slow-release fertilizer is now established, and that as companies begin to see a bigger return on investment for their research in this area that superintendents will have more and better fertilizers of this kind to choose from.

Attendance Sets New Record At Chicago Restaurant Show

Pulling well over the 93,000 persons it did a year ago, the 56th National Restaurant Association Restaurant, Hotel-Motel Show closed a five-day stand in Chicago on May 21. Nearly 900 exhibitors flooded the 285,000 square feet of the McCormick Place site.

New ideas, products and NRA educational seminars filled the show's atmosphere, as foodservice operators from all over the country converged on the Midwest.

Several new innovations were introduced at Chicago. A number of computer firms were on hand to

highlight products to simplify billing. One liquor control company came out with a new system of dispensing drinks, pre-measured and with billing tied directly into a cash register.

A variety of topics were surveyed during the educational seminars. Problems concerning government regulation, the fast food market, work motivation and design and decor were covered. The highlight of these sessions was a panel on today's problems that included former New York City mayor John V. Lindsay, and U.S. Senators Carl T. Curtis (Rep., Neb.) and John V. Tunney (Dem., Calif.)

National Club Association Establishes Golf Division

The National Club Association has divided its private club memberships into golf and country club, yacht club, tennis and city club divisions, President James J. Clynes, Jr. announced at the NCA Annual Conference in Washington.

At the meeting, Clynes, of the Country Club of Ithaca, N.Y., was reelected; Milton Meyer, Jr. of Pinehurst Country Club, Littleton, Colo., was reelected vice president; Herbert L. Emanuelson, Jr., of Mory's Association, New Haven, Conn., was elected secretary; and Guenter Skole, manager of the Metropolitan Club, Washington, D.C., was elected treasurer.

Judge Clynes appointed leading club members and executive managers to the councils; in that capacity they will represent the interests of their respective divisions and will provide the communications link between their divisions and the balance of the organization.

"We feel that this makeup of divisions was the most significant change to come out of the conference," NCA Executive Director Gerard F. Hurley told GOLFDOM. "We recognize clubs of like type have different problems different from other types of clubs, and we have provided these divisions so problems can be dealt with on their own terms with their own people."

Men appointed to the blue-ribbon golf and country club division council are: chairman, W. W. "Mike Gumaer, Jr., past president of the Country Club of Rochester, N.Y.;

Donald T. Hayes, manager of Scioto Country Club, Columbus, Ohio; John L. Moneta, president of Philadelphia Country Club; James S. Gaskell, president of Montgomery Country Club, Alabama; Donald Brimmer, administrative director of Woodmont Country Club, Rockville, Md.; and Harold B. Berman, a representative from the NCA board of directors. Hurley said 150 persons attended the conference. He said the board of directors authorized establishment of a plan for officers and club directors to enroll in a liability insurance plan at group insurance rates. The plan will be available to NCA member clubs. Hurley also said the 1976 conference will be held in the fall on the West Coast, thus providing two club management conferences six months apart. The other conference is the Club Managers Association of America annual meeting held annually in the early part of the year.

1975 Roster of Membership Available from Architects

The American Society of Golf Course Architects has published its 1975 membership list, which includes a map with the location of the various designers.

President Geoffrey S. Cornish reports the Society's membership includes leading architects from Canada, Mexico, and the U.S. There are 57 regular members, 18 associate members and two foreign corresponding members. The list is available by writing: 221 N. LaSalle St., Chicago, Ill. 60601.

Ohio Course Wins Lawsuit Brought by Injured Woman

A \$45,000 lawsuit brought against Columbus Country Club in Ohio by a woman injured at the course has been decided in favor of the country club.

While playing in an invitational tournament, the woman tripped over an irrigation riser and fell and broke her shoulder bone. The judge ruled in favor of the country club on four points:

—The assumption of risk went to the golfer.

—The woman was negligent in maintaining her own natural needs and welfare and that irrigation risers

are natural on a golf course with watered fairways.

—Irrigation risers are not a dangerous instrument on a golf course.

—Since the woman was an invited guest, it was her choice and benefit to play the golf course regardless of its condition.

Two Wine Guides Published

Two wine guides were recently published by Charles Scribner's Sons, 597 Fifth Ave., New York, N.Y. 10017.

"Grossman's Guide to Wines, Spirits, and Beers," by Harold J. Grossman, is now in its fifth edition. It is a complete and standard reference book on every type of alcoholic beverage — where it comes from, how it is made, its history, special characteristics and taste, how to store and serve it, and its uses. The revised and enlarged edition, which includes new charts, maps and photographs, gives the latest information on U.S. and imported wines, spirits and beers, with up-to-date lists of vintage years, current liquor regulations and trends in public taste and consumption. Cost of the book is \$12.95.

"The Concise Atlas of Wine," by Wina Born, gives coverage of wine-growing areas throughout the world with maps, all specially prepared for the book. The introductory chapters explain how wine is made describing the character and growth of the different types of grape and the processes they undergo, tell the history of wine, how to buy and how to drink wine, and give advice on wine and food. The main body of the book consists of the atlas section, which is complemented by a concise but thorough explanatory text. Cost is \$10.

U.S. Open Sites Announced

The Inverness Club in Toledo has been named the site of the 1979 U.S. Open.

In addition to this year's open to be held this month at Medinah Country Club in Illinois, other future sites already announced are: Atlanta Athletic Country Club, next

year; Southern Hills Country Club, Tulsa, Okla., 1977; and Cherry Hills Country Club, Englewood, Colo., 1978.

The 1977 U.S. Amateur tournament will be played at Aronimink Golf Club, Newton Square, Pa. This was the site of the 1962 PGA Championship.

Toro Sales and Earnings Reported for Nine Months

The Toro Company, Minneapolis, Minn., has reported sales of almost \$101.7 million for the nine-month period ending April 30. This is an increase of 23 percent over the previous year. However, as predicted earlier, earnings were significantly lower than the almost \$2.97 million or \$1.21 per share achieved for the same period in fiscal 1974. Earnings for the nine months just completed were more than \$1.2 million, or \$4.09 per share.

Toro President David T. McLaughlin explained that there would be a decline in profit margins due to three main causes: the reduction in new golf course and condominium projects with its attendant impact on the irrigation business; the cold, late spring which has retarded sales of lawn and garden products throughout the country; and the continuing increases in material costs.

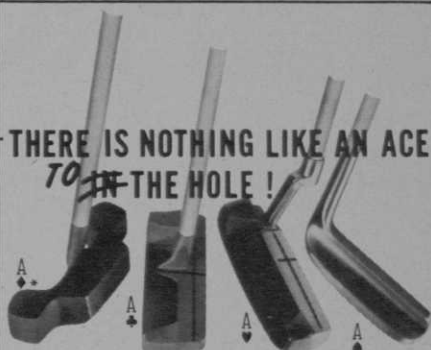
Certification Is A Must, One Superintendent Says

Professional pride and what it will mean to be certified in the future are two good reasons for superintendents to take steps to be certified by the Golf Course Superintendents Association of America, according to Merrill J. Frank, superintendent at Brookside Golf & Country Club, Columbus, Ohio.

"Being certified is presently the the top rung or the highest advanced class of golf course superintendents in the GCSAA," Frank told GOLFDOM, "and you are in select company as one of the 186 certified superintendents in the United States at this time. As concerns the future, being a certified superintendent may just be a big plus in the mind of a prospective employer, and there also may be

more certified superintendents than not in the future."

Frank said the GCSAA certification program was initiated in 1971, and that it involves a six-hour examination. □



IF YOU DON'T HAVE A PAT HAND, CHOOSE ONE OF OUR FOUR.

*♦ THE "KLUNKER" ♥ TRU-STROKE 242
♦ "KLUNKER II" ♦ TRU-STROKE 212
\$21.00 stainless steel, \$23.00 silicone bronze.
Specify 34 or 35 in. lg., custom lengths add \$2.00.
Postage included. *Not available in silicone bronze.
Professional and representative inquiries welcome.
Mail check or money order to: (Calif. res. add 6% tax)

J.E. Becker Co.

P.O. Box 2915, Dept. G-6, Culver City, Ca. 90230

Circle 118 on free information card

**CUSTOM
CLUB MAKING
SUPPLIES**

**WOOD
HEADS**

**PERSIMMON or LAMINATED
FINISHED or UNFINISHED
call or write**

**custom made by
BERT DARGIE
GOLF CO., INC.**

**2665 Broad Ave.
Memphis, Tenn. 38112
901 327-1674**

Circle 103 on free information card

6/75 GOLFDOM MAGAZINE 35