

News

LEGAL ACTION

PGA okay, but 'pro-only' case unresolved

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The U.S. Court of Appeals in New Orleans has said it is unclear how a lower court reached its decision in a lawsuit charging Wilson Sporting Goods Co. and the Professional Golfers Association of America with conspiracy to restrain trade by implementing its "pro-only" policy — and has thrown the eight-year-old case back to the federal district court.

However, the PGA was dismissed from the case. The appeals court said it was wrong to sue them in the New Orleans federal district since the association did not do enough business in the eastern district of Louisiana.

The three-man court said July 5 it was uncertain how retired U.S. District Court Judge James Comiskey reached his decision more than two years ago which found Wilson and the PGA guilty.

The case now goes to New Orleans district court Judge Morey Sear, who has replaced Judge Comiskey. Judge Sear will decide if the court should work from the previous decision or if a new trial should be held.

The appeals court, headed by Judge Lewis Morgan of Noonan, Ga., said it could not reach a decision since Judge Comiskey failed to provide them with the "reasoning chain" used to make his ruling. The court also said the retired judge did not deal "with crucial defense evidence" in reaching his verdict.

The attorneys for Golf City, Inc., the New Orleans golf equipment retail store which filed the lawsuit in 1969, and those for Wilson had different interpretations of the court's ruling.

"There's been 4½ months of appellate review and nothing has

changed, except that the PGA is out," said Henry Klein, attorney for Golf City.

He said he may appeal the decision dismissing the PGA, saying he feels the association conducts enough business in the area to be a party to a lawsuit.

Pamela Nada, however, Wilson company lawyer, interpreted the decision as a victory for manufacturers and club pros.

"The court clearly found that Wilson's pro-only policy would be legal if adopted unilaterally." She added that the company feels "vindicated" by the decision.

Klein estimated that Wilson will have to pay more than \$300,000 in damages if it loses the case.

Manufacturers won a lawsuit late last year when a federal district court in Chicago ruled that companies had the legal right to

sell their products only to pro shops. Wilson was one of five companies involved in that case, which is now being appealed.

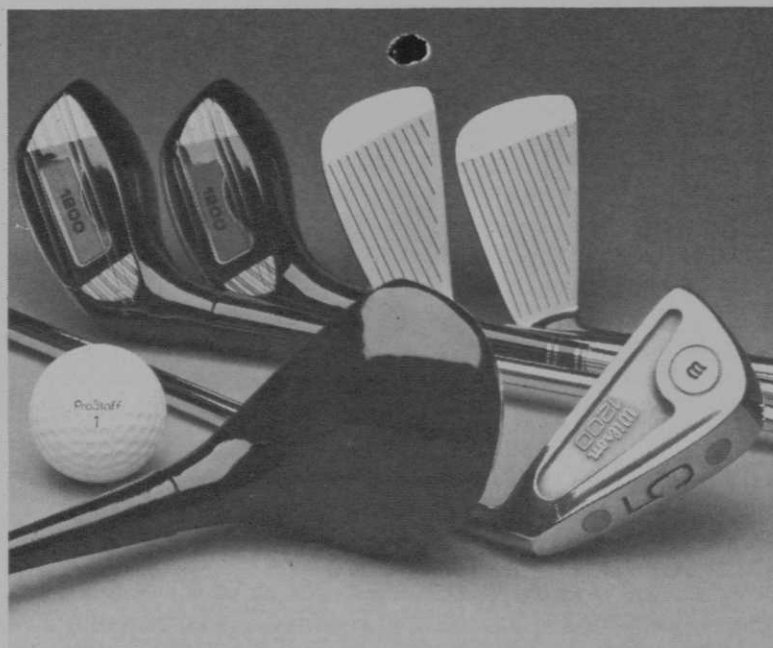
Other manufacturers who were defendants in that case are Spalding, Inc., Acushnet Sales Co., Royal Golf Co., and Dunlop Sports Co.

A Chicago sporting goods chain, Morrie Mages Sports, Inc., claimed that the golf equipment manufacturers agreed among themselves to sell certain goods just to golf professionals.

This differs from the New Orleans case because the PGA was not charged with conspiracy.

Mages is claiming it lost more than \$532,000 a year from the "pro-only" policy.

At least one more similar case has been filed in federal district court in Buffalo.



Wilson 1200s: still pro line

ASSOCIATIONS

Clubs can substitute for 990-T form

The Internal Revenue Service, in a letter to the National Club Association, has reaffirmed that it will accept any "reasonable" method to compute expenses for nonmember income.

The NCA considers this clarification "critically important" for those private clubs which don't have sophisticated accounting systems.

Original IRS instructions on filling out tax form 990-T were considered too complex by the association.

According to the NCA, Joseph Tedesco, director of IRS's Exempt Organizations Division, said the government will consider specific recommendations that NCA wants to make to improve the tax form.

The association leadership said it is now considering suggestions which can be made to the IRS.

Architects endorse municipal surcharge

A surcharge on greens fees at municipal golf courses has been endorsed by the American Society of Golf Course Architects' executive committee as "one of the most practical ways" to finance capital projects or buying of land for new courses.

No specific amount or percentage has been recommended by the committee, but executive secretary Paul Fullmer said \$1 per round is the figure mentioned most often.

Several large cities, including Los Angeles, Denver, and Baltimore have had a surcharge in effect for a number of years.

Si Wasserman, operations supervisor for the 14 courses run by the city of Los Angeles, agrees the tax is a sensible financing method and hasn't piqued too many golfers.

"Most are happy to know their fees are going back into the courses," he said. Wasserman estimates that the surcharge makes up 17 or 18 percent of the greens

fee. The highest greens fee is \$6 for 18 holes on weekends and holidays, he said.

The new revenue has financed a number of projects, including the construction of Woodley Golf Course in Van Nuys, which opened 2 years ago.

Other municipal systems, such as Denver, require nonresidents to pay a higher surcharge than city dwellers. The added cost for 18 holes there is 75 cents for residents and \$1.25 for out-of-towners.

Since 1954 the city has built 36 holes, replaced three irrigation systems and constructed four new maintenance buildings with their surcharge money.

Fullmer says that a number of smaller cities, such as Daytona Beach, Fla., are considering the surcharge.

COMPANIES

Pioneer chain saws to be discontinued

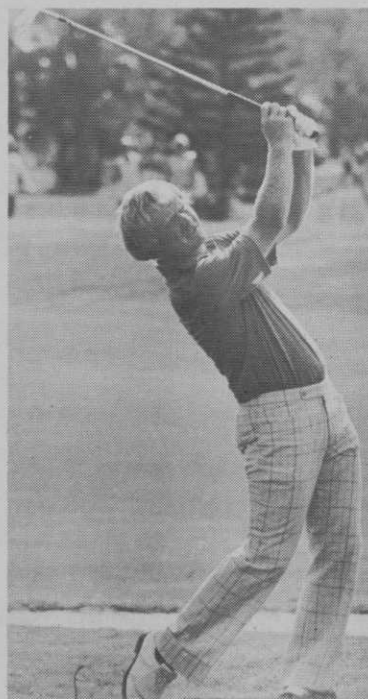
Outboard Marine Corp. of Waukegan, ILL., will stop manufacturing its Pioneer chain saws after the present production is completed this fall, the company has announced.

OMC reported net earnings of more than \$27 million in fiscal 1976, although the chain saws operation lost \$3 million. For the first 6 months in this fiscal year earnings were reported at almost \$15 million, said company vice president-controller S. L. Richardson, yet the chain saws operation had a \$1.2 million deficit.

OMC president Charles D. Strang feels sales of chain saws have stabilized and there will be little growth in the near future to make his operation profitable.

"In this increasingly price competitive market, we have determined that it is unlikely that we can achieve sufficient volume to generate adequate earnings," he said.

Strang said the company will continue to sell the chain saws in fiscal 1978. Established OMC dealers will be responsible for providing replacement parts and honoring warranties.



Nicklaus wins World Series

FILMS

World Series film available for groups

The film "1976 World Series of Golf," which highlights Jack Nicklaus' four-stroke win in the annual fall tournament, is now available at no cost.

The 28-minute, 16-millimeter film will be loaned to golf and country clubs, and other groups by the Modern Talking Picture Service, Inc.

Groups interested in obtaining the film for a showing should write the company at 2323 New Hyde Park Rd., New Hyde Park, N.Y. 11040.

FOOD

Married couples want varied menu

Club managers who have been knocking their heads against the nearest wall trying to diversify their menus should be somewhat soothed by results of a recent National Restaurant Association survey. Others should be guided by it.

The poll, titled "Evening Dining Out by Married Couples, Behavior and Attitude," shows that 35 percent of those surveyed consider a restaurant which offers "a wide and

varied menu" when deciding where to eat. Another 26 percent consider one which serves food not normally prepared at home, according to the survey.

The three most important factors in restaurant selection among the 1,000 couples polled are: one which doesn't keep you waiting for more than 15 minutes (63 percent), has prompt, efficient service (59 percent), and offers convenient parking (56 percent).

The NRA says the married couples are also looking for a casual atmosphere when they dine out. Thirty-one percent of their respondents listed this reason as a factor in their selection.

The association also found that 32 percent will order a cocktail before their meal, but only one in 10 will drink wine with dinner.

The survey concluded, too, that the average married couple dines at a restaurant about twice a month without their children and spends \$14.75 plus a tip. Also, they will travel an average of 10½ miles and 18½ minutes to get to a restaurant.

A copy of the study is available from the NRA Educational Materials Center at One IBM Plaza, Suite 2600, Chicago, IL. 60611. Cost is \$5 for NRA members and \$12.50 for nonmembers.

EDUCATION

Ten students receive turf scholarships

Ten students at six universities have been awarded turf scholarships by representatives of TUCO, division of The Upjohn Co.

The awards of \$500 to one student or \$250 each for two students from the same school have been established to help turfgrass students finance their education. The criteria for the scholarships were integrity, scholastic ability, and professed career interest in turfgrass management.

Seniors receiving the awards are Richard Duggan and William Flore, University of Massachusetts at Stockbridge; Matthew Lindner and Kenneth De Busscher, Purdue University; Jerome Ducker and Steven Ross, Michigan State University; Guillermo Lozano and

Dennis Orsborn, California State Polytechnic University at Pomona; Grover Parker, Virginia Polytechnic Institute; and Michael Stanovcak, Penn State University.

TURF MAINTENANCE

Over 340 greens built by "Purr-Wick"

At least 340 greens and 140 tees in the United States and Canada have been constructed or rebuilt using the Purr-Wick method, reports Purdue University agronomist William H. Daniel.

Purr-Wick provides a consistently moist sand rootzone, stabilized by turfgrass, to help manage water, according to Daniel. It is designed to control moisture throughout the rootzone (GB July, page 25).

The 38 courses in Colorado and Canada which have installed the system believe they will have extra water when the warm, windy weather occurs there in late winter.

Those in the southeast United States hope drainage will reduce pythium and wet wilt potential for bentgrass, Daniels said.

At least 95 Purr-Wick systems have been installed in Indiana. The second highest amount per state is 51, in Illinois.

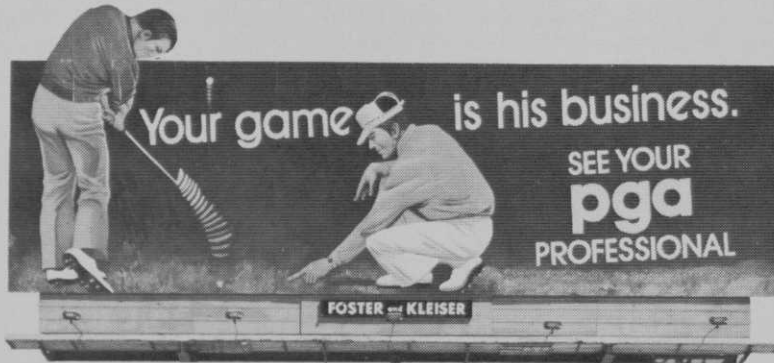
CLUBS

Third Chicago club joins exchange

The Valley Lo Sports Club in Glenview, Ill., has joined two other Chicago-area clubs in an agreement whereby members from each club can use facilities of all three establishments.

The agreement comes 1½ years after Brookwood Country Club in suburban Wood Dale and the Illinois Athletic Club in downtown Chicago began the membership exchange.

The three clubs are 26 miles and 40 minutes apart, so members feel it will be convenient for them to share dining, banquet, and athletic facilities.



Though everyone in golf seemingly is concerned about the future of the club professional, Victor Golf Co. (maker of PGA-brand equipment) is trying to do something about it. The firm rented the above billboard near O'Hare Airport in Chicago for the months of July and August.

Valley Lo is a privately-owned sports club with an 18-hole executive golf course.

Members also believe the arrangement will help each club financially.

"It's the bottom line financial figures that all three clubs are interested in and we're firm believers that our new affiliation will only add more revenue to each club," said Brookwood Manager William J. Johnson.

RESEARCH

Royalties to Rutgers exceed \$142,000

Rutgers University has received more than \$142,000 in royalties payments from the Manhattan Ryegrass Growers Association since 1968, according to association president Bill Rose.

Dr. Reed Funk of Rutgers developed Manhattan perennial ryegrass and the royalties from its sale have helped finance further research at the school.

The association warns course superintendents that some uncertified Manhattan seed is being marketed. If fluorescence is more than 2 percent, the seed is not Manhattan.

The association says buyers can be misled since the federal seed law does not recognize fluorescence as a criterion. There is also no requirement for listing it on the seed tag.

GM CONCEPT

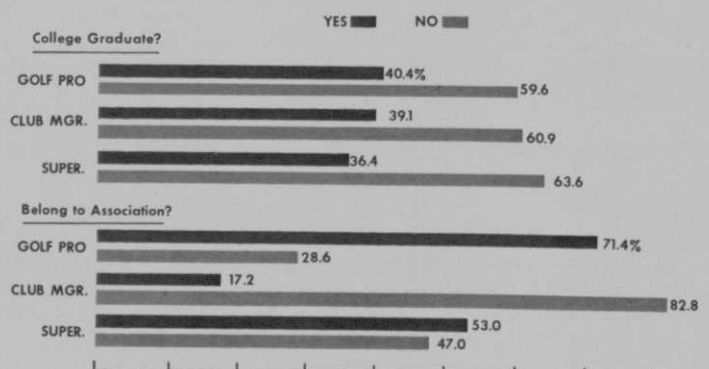
Research shows education, members

The last three questions on the 1977 GOLF BUSINESS survey forms sent to golf professionals, to club managers, and to course superintendents earlier this year may shed some light on the conundrum of which of these three entities has the best chance of advancing to the general managership of the golf facility.

The final question asked was this: "What other titles/functions do you personally fill at your facility?" The tabulations of the answers showed the usual amount of crossover in responsibilities between pro, club manager, and superintendent, but under "general manager" the results were these: club manager, 57 percent; professional, 30 percent; superintendents, 18 percent.

The two next-to-last questions produced, however, the results shown in the table below — and in light of them, one might be surprised at the percentages just

EDUCATION AND PROFESSIONAL MEMBERSHIP STATUS (PGA, CMAA, GCSAA)



disclosed above.

The ranks of the golf professionals, for instance, contain not only the highest percentage of college graduates, but also by far the highest percentage of enrollees in any group's professional organization. It may be true that the Professional Golfers' Association offers a greater number of more tangible benefits than does the Club Managers Association of America or the Golf Course Superintendents Association of America, but a membership percentage of 71 percent shows a commendably high interest in professionalism.

And while the club managers may have a slightly higher percentage of college graduates than do the superintendents, the percentage of membership in the CMAA (17 percent) is very low compared to the 53 percent of the superintendents who belong to the GCSAA.

There are, of course, many other mitigating factors in choosing one individual over another in consideration for advancement.

PROMOTING THE GAME

A national tourney for the average guy

Every country club has at least one of them: the guy who almost always arrives at the range an hour before his match and walks quietly to the practice green once he's finished. But he hasn't broken 90 since he gave himself a five-footer on the 18th hole at last year's father-son tournament.

However, "21" Brands, Inc., marketers of Ballantine's Scotch,



Whacker and Hacker

wants to eliminate those frustrations with its "Hackers and Whackers" golf and tennis tournaments at country clubs across the United States.

"We feel the time has come to give those players who have been working hard at the game a chance to experience the thrill of winning the big one," said Dennis Beacham, marketing manager for "21" Brands and national tournament director.

Any country club which has a golf course and tennis facilities and complies with local and state liquor regulations may host a tournament.

Only those members with handicaps of 21 or more can compete. Local club professionals will determine the eligibility of all candidates.

At least 14 clubs in Miami, Atlanta, Boston, and Houston have started their tournaments.

The 18-hole contest will be held during one weekend set by the local tournament director (the club pro, in most cases).

A maximum of 40 members can play from each club, and the top two finishers will be invited to play in the metropolitan championship in his city for the "King of the Hackers" title. All 20 golfers will receive trophies.

Individual members may not participate in both tournaments.

Club officials who want to hold a tournament for their members should contact Beacham at "21" Brands, 75 Rockefeller Plaza, New York, N.Y. 10019.

ASSOCIATIONS

Course architects join promotion group

For the second consecutive year, the 76-member American Society of Golf Course Architects has enrolled its group in the United States Golf Association's Associates Program.

The architects last year became the first organization to have all its members join.

According to Paul Fullmer, ASGCA executive secretary, the program is an effort by the USGA to attract people to play the game. For example, the group backs junior golf tournaments.

The society comprises golf course architects in the United States, Canada, and Mexico.

FOOD AND BEVERAGE SERVICE

Wine lists offered to assist diners

The Taylor Wine has produced wine lists with 10 different covers to help induce diners to select and order wine with their meals.

The lists are categorized depending on the kind of wine: White dinner wines, red dinner wines, champagnes, and so on.

Each list also includes a brief description of each wine and recommendations about which one is

ordered with certain foods.

The company says the lists are "totally uncommercial" and are available from its representatives and distributors.

It devised the wine lists after several recent consumer surveys showed that persons would "be more inclined" to order wine if selection was made easier, the company said.

SURVEYS

Sport goods buyers use yellow pages

Results of a recent survey show that 30 percent of persons shopping for sporting goods, including golf clubs, in the United States turn to the yellow pages of their telephone directory to help them choose their product.

The study also said that 83 percent of these persons followed up their reference to the yellow pages with a phone call, visit, or letter.

The study conducted by Chilton Research Services last fall, surveyed 5,000 individuals who were 20 years old or older.

Researchers said that persons interviewed were categorized by sex, size of household, residential mobility, and household income to match the percentage of

Attractive wine lists can spark additional sales by making wine easier to order.



Americans who fit into these categories.

W. R. Littell, director of market management and development for American Telephone and Telegram, said the study is the most comprehensive thus far on consumer use of the yellow pages.

GOLF EQUIPMENT

Patent complaint filed by PCR

The U.S. International Trade Commission is investigating a complaint filed by the PCR Golf Ball Co. that more than 40 foreign manufacturers and U.S. distributors are violating the company's patent rights on its molded golf ball.

PCR President John R. Toedtman estimates that more than 600,000 balls carrying the company's patent have been manufactured in Japan, Korea, Taiwan, and elsewhere and distributed in the United States.

The Rocky Hill, N.J., firm says it holds the U.S. and foreign patents on the molded ball.

The commission can issue an order which would not allow the foreign balls to be distributed, Toedtman said. The president said his company went to the trade commission after it tested the foreign-made balls.

"We've tested and analyzed the balls they've made. Our tests show their golf balls infringe on one or more of our patents," Toedtman said.

He added that the complaint was filed not only to protect PCR, but also its licensed manufacturers.

CLUBS AND COURSES

Florida club resods course and expands

The semi-private Ponce de Leon Lodge and Country Club in St. Augustine, Fla., has resodded its 18-hole course and built a new clubhouse.

President and general manager John T. Morris said the course's



Ponce de Leon Country Club
St. Augustine, Florida
KEMP, BUNCH & JACKSON ARCHITECTS INC. JACKSONVILLE, FLA.

small, flat greens have been replaced with a contoured putting surface of Tifton dwarf grass. The tees and fairways have also been renovated with another Tifton strain of grass, he said.

The par and yardage of the course, built in 1960, are unchanged. It measures 6,746 yards from the championship tees, and par is 71.

The clubhouse features a dining room with large windows that overlook four holes. It can be converted to a large meeting or banquet room for 150 persons.

The one-story facility is on the edge of a lagoon near the main lodge building and is surrounded by oak trees draped with Spanish moss. Coquina stucco walls and a coquina stone fireplace give the clubhouse a native atmosphere.

yards from the white tees, and 5,-101 yards from its red tees.

Planning and construction of the course took about 2½ years at an estimated cost of \$1.3 million.

The resort, which opened in June, also includes tennis courts, a swimming pool, a physical fitness course, and, in winter, six ski slopes.

A 1.5 million building, called the Sports Center, includes a restaurant, cafeteria, pro shop and the Members' Club.

Vacationers may rent condominiums or homes and a spring golf package is offered.

NEW EDITOR

Newsman joins magazine staff

A strong background in news and sports reporting is brought to his new position as assistant editor of GOLF BUSINESS by Scott Scredon. After earning a degree in journalism from Bowling Green (Ohio) State University, Scredon worked for several newspapers — most recently the Cleveland Plain Dealer and the Elyria Chronicle-Telegram. His outside interests include participating in sports, especially golf and basketball, listening to jazz, and reading.

NEW GOLF COURSES

New 18-hole layout at Virginia resort

The 18-hole Devil's Knob Golf Course has opened in Wintergreen, Va., as part of a 13,000-acre residential-resort community west of Charlottesville in the Blue Ridge Mountains.

Wintergreen officials claim the course has the highest elevation of any golf facility in Virginia, featuring views of the Shenandoah and Rockfish valleys that stretch 40 to 50 miles.

Touring pro Ellis Maples of Pinehurst, N.C., designed the par 70 layout, which measures 6,576 yards from its blue tees, 6,003

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