

Now the Acushnet policy has a string attached.



The string attached to this new tag will appear on every piece of Acushnet equipment. It's a brief statement of our pro-only policy, in words that make sense to your customers. It will tell them what you and we have known all along: the golf course pro shop is where you find quality equipment, and that's the place where Acushnet belongs. It's designed to do something even more important – to bring more customers into your pro shop.

This is only one way we're telling your customers about our exclusive pro-only policy. Every Acushnet ad, in every important golfing and general consumer magazine, carries that same message. We want everyone who plays golf to know that it's important to buy their golf equipment from the best source: the golf course pro shop.



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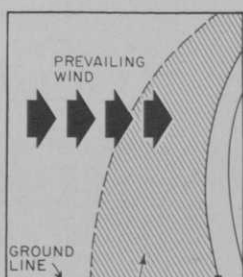
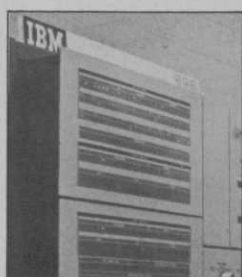
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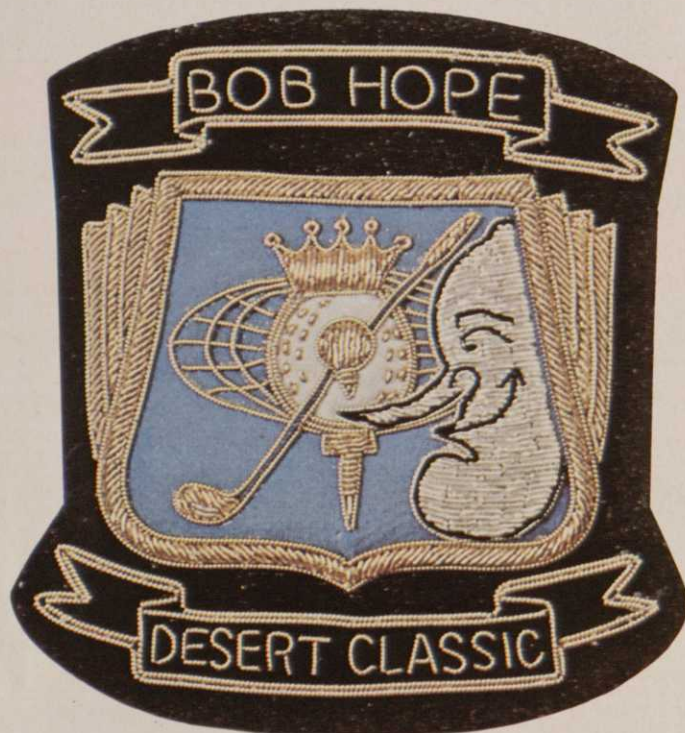
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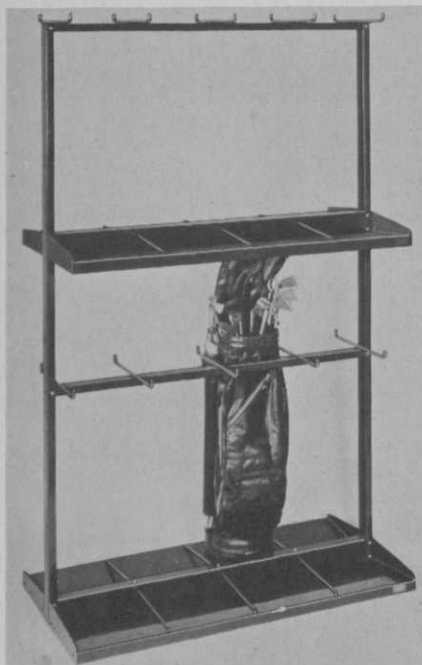
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by Ken Emerson

ACCENT ON MANAGEMENT

What is a bona fide guest?

One of the traditional pleasures of country club golf is the privilege of playing host to visitors from other clubs—and enjoying the privileges of visiting their clubs in return.

The National Club Assn. is concerned, therefore, with recent questions raised by official interpretations of the new Tax Reform Act of 1969. These questions revolve around three issues: the definition of a bona fide guest, whether a bona fide guest can pay a portion of his bill at the club at which he is a guest, and whether such payment is in keeping with the functions of a private club.

The Internal Revenue Service itself, seems to be divided on this matter. It states, "The question as to what constitutes a bona fide guest is a matter of judgement. If a member pays the expenses of his guest without reimbursement such a person would ordinarily be considered a bona fide guest."

From these statements it may be assumed that if the *guest pays* he is no longer a bona fide guest. Not necessarily says the IRS.

"Visiting members of exempt clubs of like nature, such as country clubs or yacht clubs who use club facilities under reciprocal arrangements, are also considered bona fide guests." (From the "IRS Exempt Organization Handbook")

To the questions raised by these two statements must be added another one. Is such income taxable as "unrelated income" as defined by the Tax Reform Act? Is it considered nonmember income for purposes of the 5 per cent rule?

While IRS has never issued a public ruling on this point, we have concluded from discussions of officials that their position would be that all monies paid to a club by guests *would* be considered nonmember income and would be included in a club 5 per cent limit as well as subject to the tax on unrelated business income.

Just as the National Club Assn. has been seeking an official definition of a bona fide guest for several years, so has it been researching the problem of defining the perimeters of a private club. It has been a matter of some concern to the entire golf industry to determine if there are any rights of privacy. Certainly, there has been no official position on the matter until very recently.

However, we now have for the first time some indication of official thinking on this matter. In a recent case decided by a Federal court in New Orleans, the following factors bearing on the privacy of the club were established and are listed here in descending order of importance as stated by the court:

- Whether the existing members have any control over admission of applicants for membership (is there a membership committee?)
- Whether the existing members have any control over revocation of membership
- Whether the recommendations of existing members are required on applications
- Whether the number of members is limited in any way by the capacity of the club's facilities
- Whether there are any genuine qualifications for membership (residence in a particular location, position in a particular economic or social class or good reputation)
- Whether the members exercise control over the operations of the establishment
- Whether control changed hands at all when the establishment be-

(Continued on page 28)

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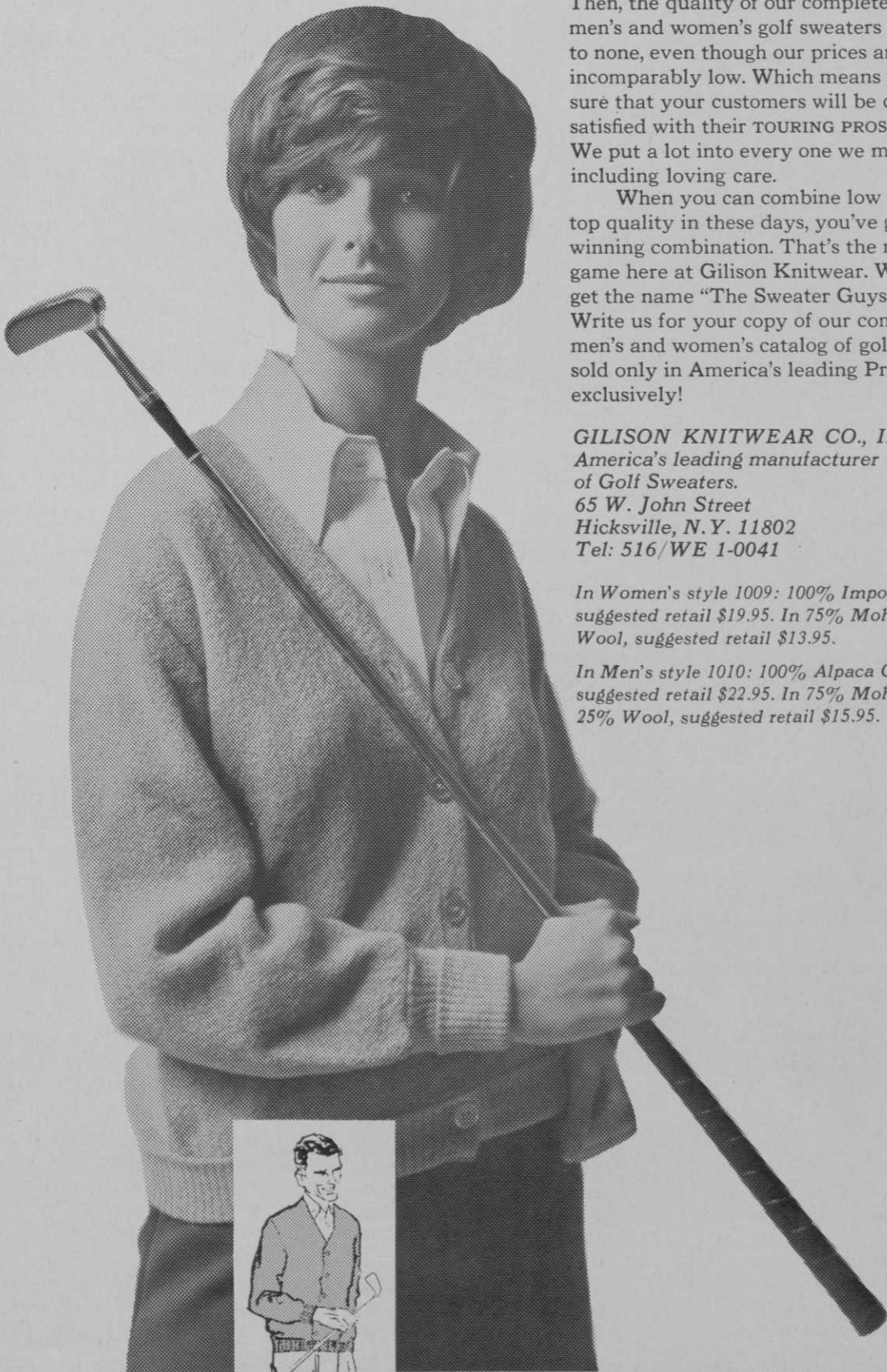
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