

NEWS OF THE INDUSTRY

FOOT-JOY SPONSORS INTERNATIONAL GOLF TOURNAMENT

BROCKTON, MASS.—At press time, 23 club professionals and their amateur team members were headed toward Marbella, Spain, to compete in the 1st International Foot-Joy Pro-Amateur Golf Tournament at the championship course of Nueva Andalucia, site of the 1973 World Cup Tournament. A chance to win \$10,000 in prize money was at stake for the competing golf club professionals and special tournament trophies for the amateur winners.

There were teams from Asia, Europe and North America. Each consisted of a home golf club professional and three members of his club. Foot-Joy President Richard Tarlow greeted each participant with a tournament insignia club bag containing a pair of Foot-Joy golf shoes, matching belt, golf shoe bags, shoe horn, two golf shirts, a personalized golf bag tag and a cassette tape recorder with a welcome message. In addition, all tournament information was provided in handsome leather portfolios.

Upon arrival in Spain, practice rounds were scheduled for pre-tournament warm ups. The opening matches started off the first half of the 36-hole tournament. Following was the golf club professionals' 18 hole competition. The tournament ended with the final round of the Pro-Am.

Prizes were awarded to professionals and amateurs of winning teams on a daily and over-all basis. Teams finishing 1st, 2d, and 3d in the two 18-hole rounds received awards, with cash prizes of \$700 going to the professionals.

Teams finishing in the 1st through 10th places for the 36-hole total also won prizes with the professionals sharing a \$3,800 purse.

This is the first year of what is planned as an annual Foot-Joy sponsored tournament.

NGF RELEASES MUNICIPAL COURSE OPERATIONS SURVEY

DENVER—The National Golf Foundation recently released the results of a municipal golf course operations survey covering 36 courses in 24 cities in six states (Colorado, Kansas, South Dakota, Minnesota, Iowa and Missouri).

Though the survey supplied a variety of information on the operation of the municipal courses which responded, the most significant findings in *median figures* for 1972 were these: The median income in 1972 was \$82,334, with operational expenses of \$69,097; course maintenance budget in 1972 was \$55,425; 42,400 rounds of golf were played at an average income per round equaling a \$1.75 median; 65 per cent of maintenance budget went for labor; median monthly salary to professional was \$412; green fees ran \$1.75 for nine holes weekdays, \$2 on weekends/holidays; \$2.25 for 18 holes weekdays, \$3 for weekends/holidays; 75 per cent of the courses reporting made a profit in 1972; 82 per cent reporting, lease the golf shop to the professional, and 85 per cent lease out food and beverage business.

J-M ACQUIRES CLUB CAR

DENVER—Johns-Manville Irrigation Corp. has purchased Club Car, Inc., of Augusta, Ga., for an undisclosed amount of cash, it was announced here jointly on December 5, 1973, by management representatives of the two companies.

Club Car, Inc., engages in the manufacture and marketing of electric golf cars and resort vehicles.

Annual sales for Club Car during the past 12 months were in excess of \$2 million. Primary markets include golf courses and resorts.

William P. Stevens Jr., president of Club Car and other officers and employees will remain with J-M as part of the company.

Serving world-wide markets, J-M is a major manufacturer of pipe for irrigation systems, fiberglass, industrial specialties, construction materials, commercial and industrial insulation and is a miner and supplier of asbestos, distomite, perlite and talc. J-M operations also include lighting fixtures and components, real estate and land development and environmental control products and systems.

BECKNELL AND GOOD COMBINE TO DISTRIBUTE TORO

LITTLE ROCK, ARK.—James C. Becknell of Little Rock and David W. Good of Albuquerque, N.M., have formed a new company to distribute products of the Toro Company. The agency formed by Becknell and Good is called Southwest Toro, Inc. It will serve not only Toro dealers but the institutional, commercial and government customers in New Mexico, western Texas and most of Arkansas as well.

Good, who will serve as president, will make his headquarters in Albuquerque. Becknell, secretary-treasurer of the new organization, will continue to live at Little Rock where he is president of Pine Manor, Inc., Albeck Investment Company and Otter Creek Development Company and chairman of the board of Complete Marketing Services, Inc.

JOHN DEERE INTRODUCES NSC APPROVED SAFETY FILM

MOLINE, ILL.—“It always Happens to the Other Guy” is a 21 minute, 16mm, color film with sound produced by Deere & Company (John Deere). It is narrated by and stars actor James Whitmore. With the aid of a Hollywood stunt man, dramatic scenes show various unsafe practices that should be avoided when operating or working around construction and utility equipment. Machines shown are a scraper, motor grader, excavator, backhoe, four wheel drive loader and crawler bulldozer.

This motion picture has received approval by the National Safety Council and credit appears in the film.

Prints are available for loan on a free

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basis from all regional offices of Modern Talking Pictures Services at National Services Center, 2323 New Hyde Park Road, New Hyde Park, N.Y.

PGA REQUIRES GOLF-RELATED COURSES FOR MEMBERSHIP

LAKE PARK, FLA.—Playing ability in a golf club professional has always been essential, but this talent alone is not enough to handle the broader range of responsibilities that now make up the position.

In an effort to ensure that future club professionals have the widest possible range of appropriate skills, Professional Golfers' Assn. President, William Clarke, has announced that 11 business schools will hold classes under the tutelage of highly regarded PGA professionals, who will attempt to "teach the teachers how to teach." In addition, there will be classes for beginners in the golf profession that will include history, structure and current operations of the PGA; golf shop operation; club fitting, sale and repair; public relations, course design, construction and maintenance, and lessons

in first aid.

The classes are divided between Business School II (outdoor sessions), which ran October 28 to November 2 in Biloxi, Miss., and Business School I (classroom instruction), to be held March 24 to 29 in Worcester, Mass.

It is now a requirement for PGA membership that programs in both schools be successfully completed, but not necessarily in the same season.

VICTOR SALES INCREASE

CHICAGO—Victor Comptometer Corp. earnings for the third quarter and the 1973 nine-month period were above those of a year ago, the company reported here. Sales in both periods were at record high levels. Net earnings during the third quarter of 1973 were \$2,332,721 or 41 cents a share, compared to \$1,778,050 or 32 cents a share in 1972.

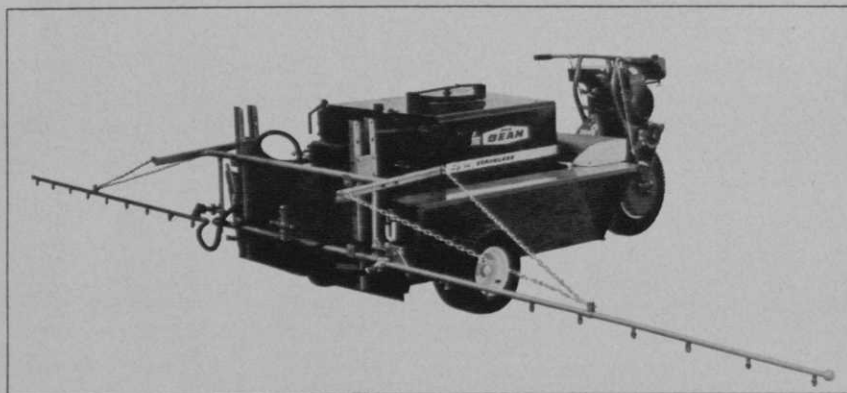
JANTZEN NAMES GOLF TECH EXCLUSIVE GOLF/TENNIS SALES AGENT

TORRANCE, CALIF.—Through its Golf Tech marketing division, Simmons International has been appointed by

Jantzen of Portland, Ore., as the sole sales agent for the Jantzen line of golf and tennis apparel and related sportswear in the United States.

Under terms of the agreement—signed for Jantzen by Charles Coe, assistant to the president, and for Simmons International by Executive Vice President, Carl A. Horn, Golf Tech's network of 43 national sales representatives and company sales managers will market the Jantzen Open sportswear line at pro shops, golf specialty stores, golf schools and tennis shops. Golf Tech's fleet of 35-foot motor home showrooms was a major factor in the selection of the fast-growing Torrance based golf equipment company as the sole United States sales agent for Jantzen's golf and tennis line. "Bringing together a major soft goods line and a golf equipment line in luxurious mobile display rooms makes the job of examining and ordering merchandise far more convenient for the golf professional," Horn said. "He now can spend much less time shopping for the two most important product lines in his shop."

In a further consolidation of sales



Turfkeeper handles your spraying program without breaking your budget.

With its 100-gallon stainless steel tank, lightweight 15-foot boom (with 5-foot foldaway wings) and 10-gallon a minute spray rate, BEAN'S new Turfkeeper 1010GE is the low-cost answer to golf course spraying. Easy to mount and remove from utility vehicles, Turfkeeper is self-contained with gasoline engine drive, mechanical agitation and Royalette pump. Using a PTO vehicle? Turfkeeper MF-100-G is for you. Specially designed to maintain desired application rate despite changing PTO RPM'S, this model is extremely lightweight for maximum capacity for any ground condition. Also available is engine drive Model MF-100-GE for utility vehicles not having PTO drives. Both models have BEAN BONDED tanks with fibre-
Visit us at the GCSAA-Island G

glass centrifugal pumps for pressures up to 60 psi. All Turfkeeper models have outlets for optional hose and gun spraying chores on greens, and shrubs. Turfkeepers keep your costs down, your spray program tops. Get the full story on all the BEAN spray equipment for golf course use.

For further information, write:
FMC Corporation
Agricultural Machinery Division
Jonesboro, Ark. 72401



promotion efforts, Jantzen and Golf Tech will both key into the other's national advertising and promotional literature.

ETONIC OFFERS PREMIUM SAVINGS ON STAFF GRADE SHOES

BROCKTON, MASS.—The Etonic division of the Charles A. Eaton Company has an excellent offer for those professionals who would like to interest their customers in better golf shoes. Many times the customer buys less expensive shoes, despite the persuasions of supe-



rior comfort, longer wear and increased effectiveness of better shoes.

Etonic, therefore, is offering an

attractive carry-all bag in chestnut brown expanded vinyl as a premium to help sell its staff grade shoes. This special promotion allows the customer to purchase a pair of staff grade shoes and the carry-all and receive a 20 per cent discount on both.

NGF PLANS FOURTH CONSULTANT-TRAINING SEMINAR

CHICAGO—The National Golf Foundation will conduct its Fourth Educational Consultant-Training Seminar July 28 to August 3, at Hueston Woods Lodge and Golf Club in College Corner, Ohio, it was reported by Executive Director Don A. Rossi. Sessions will also be held on the campus of Miami University in nearby Oxford, Ohio.

NGF's present consultant staff consists of 30 teaching professionals and school educators. The seminar will serve to bring together these persons as well as 30 new consultant prospects who have been recommended by the NGF staff to help expand its workshop service for schools and colleges.

The staff expansion effort is part of a five-year plan in NGF's Educational

Services Division to render greater impact upon the development of sound instruction in the nation's schools.

I-H OFFERS COMPLIANCE GUIDE TO ROPS REGULATIONS

CHICAGO—An eight-page brochure offered by International Harvester serves as a compliance guide for its roll-over protective structures as they relate to Federal and state regulations.

Replete with illustrations, the compliance guide lists roll-over protective structures for International's agricultural and industrial wheel and crawler tractors, and points out that they have been designed, tested and manufactured to conform with appropriate ASAE and SAE standards for operators' protection to meet or exceed Federal and state regulations.

The brochure also contains a condensed summary of ROPS regulations. Copies of Brochure AD-31445-B are available from local International industrial equipment dealers or upon request by writing to: Advertising Department, International Harvester Company, 401 North Michigan Ave., Chicago, Ill. 60611.



Gentle mist from rough to rough!

Insecticides, fertilizers, herbicides or fungicides cover fairways, greens, roughs without tracking through, without missing those spots you've always found hard to get to. You can do it with the BEAN ROTOCAST air mist sprayer, the fast, labor-saving way to keep everything under control on greens, fairways, roughs, wooded areas and even around the clubhouse. □ ROTOCAST combines the best features of air and hydraulic spraying for greatest chemical dispersion in trailer or truck-mounted versions to meet just the kind of conditions your course requires. You can even windrow leaves away, faster and more easily. But don't take our word for it. Ask your dealer for a ROTOCAST dem-

onstration and see how ROTOCAST fits into a well planned and well executed spraying program that may mean the difference between profit and loss. Why not see your BEAN dealer now?

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