tween the latter part of 1969 and the end of 1970.

However, these growth figures do not even include a substantial number of cars that may be purchased or leased in 1970 by facilities which presently do not have fleets. In fact, the study showed that of the respondents who said their courses did not have fleets, some 42.5 per cent indicated that their facilities have plans to acquire golf cars in the near future.

A look at revenues derived from golf car rentals at golf facilities offers a prime reason for the growth of fleets. The overall national totals for revenue from golf car rentals jumped 13.3 per cent from $126.2 million in 1968 to $143 million in 1969. Hotel/resort facilities led the way, with an average revenue of $32,800 in 1968  

\[ \text{Average Gross Revenue from Golf Car Rentals}^{*} \]

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Average per facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>$18,500</td>
</tr>
<tr>
<td>1969</td>
<td>$20,300</td>
</tr>
<tr>
<td>Semi-private</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>$13,600</td>
</tr>
<tr>
<td>1969</td>
<td>$14,700</td>
</tr>
<tr>
<td>Hotel/Resort</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>$32,800</td>
</tr>
<tr>
<td>1969</td>
<td>$42,500</td>
</tr>
<tr>
<td>Public</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>$12,500</td>
</tr>
<tr>
<td>1969</td>
<td>$14,900</td>
</tr>
<tr>
<td>Overall response</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>$17,500</td>
</tr>
<tr>
<td>1969</td>
<td>$19,900</td>
</tr>
</tbody>
</table>

\[ \text{Gross Revenue from Golf Car Rentals National Grand Totals}^{*} \]

\[ \text{Before any division of revenue} \]

\[ \text{1968} \quad $126.2 \text{ million} \]
\[ \text{1969} \quad $143 \text{ million} \]

\[ \text{up 13.3\%} \]
and $42,500 in 1969.

Pros were asked if they retain any of the revenue from golf cars. Overall, some 60.5 per cent said they did. However, a breakdown of responses by course type showed that far fewer pros at hotel/resort courses participate in golf car revenue than those at any of the three other types of golf facilities.

Some pro incomes obviously are getting a considerable boost from golf car rentals. Overall, 53 per cent of the respondents who participate in the revenue indicated that they retain 100 per cent of the sum at their facilities. (Generally, any division of revenue from golf car rentals would be between the pro and the club.)

Ironically, although fewer hotel/resort pros said they participate in revenue from golf car rentals, of those who do participate, some 62.5 per cent indicated that they retain 100 per cent of the sum.

Golf Car Statistics

- 85.7% of the survey respondents indicated their golf facilities have golf car fleets.
- Projecting nationally, 85.7% of the 8,890 regulation golf facilities in the United States equals an estimated 7,618 facilities, which have golf car fleets.
- The estimated 7,618 golf car fleets had an average of 27 golf cars by the end of 1969. Therefore, this would constitute a rounded total of 205,700 golf cars at regulation facilities in the United States in 1969, as compared with 175,200 in 1968.
- Based on the 1970 estimate of 32 golf cars per fleet, the same 7,618 facilities will have a total of 243,800 golf cars by the end of 1970.
- The number of facilities with golf cars will increase substantially. Of those respondents who indicated their courses did not have golf car fleets, 42.5% said they planned to acquire golf cars in the near future.
Point system replaces "official money"

A system of point scoring will replace the so-called "official money" in determining automatic eligibility and other privileges for leading golfers in tournaments sponsored by the Professional Golfers' Assn. Tournament Players Division. The plan went into effect in the Los Angeles Open, which was played from January 8 to 11.

In most competitions with prize money of at least $100,000, the first professional will score 120 points; the runner-up 90 points, and other place winners will receive points graduated down to 1 for 70th place. For tournaments with less than $100,000 prize money, points will be awarded according to the percentage which the purse bears to $100,000. If, for example, the purse is $35,000, the first professional will receive 42 points or 35 per cent of 120 points. Total points scored in 1970 will determine the 60 players who are to be immediately eligible, exempt from qualifying, for tournaments in the following year and who will receive preferred pairings and starting times.

Bonuses of 25 points will be awarded to winners of the PGA of America and the U.S. Open Championships, and also to the winner of a Tournament Players Match Play Championship, which the TPD intends to begin in 1971.

New sales program for PCR golf ball

A new marketing program for the PCR golf ball was announced by the manufacturer, Princeton Chemical Research, Inc. The company is currently building a nationwide sales force to handle direct sales of the PCR ball to sporting goods dealers and golf course pro shops. The solid golf ball was invented by Princeton Chemical Research, which holds basic patents on the process and which has licensed nine other producers both domestic and foreign to make them.

Fuqua, Arnold Palmer come together

Fuqua Industries, Inc., and the Arnold Palmer Golf Company have agreed to cooperate in an enterprise that will serve the golfing industry, from the golfers to the superintendent.

Plans include the manufacture and marketing of golf clubs, balls, bags and gloves under the Palmer name. These items have been marketed by the Palmer Company for several years, but are manufactured by other companies for Palmer. These companies will continue to manufacture the Arnold Palmer products for Fuqua until the corporation acquires other facilities which can handle production of the various items, a Fuqua spokesman said.

In addition, Fuqua has entered into an agreement with Palmer for a new line of course maintenance equipment and motorized golf carts bearing the Palmer name. McDonough Power Equipment Company, a subsidiary of Fuqua, will manufacture these items.

GOLFDOM reported last month that Fuqua had acquired the Fernquest and Johnson Golf Company, which will be absorbed into the newly-structured Arnold Palmer Golf Company. Fernquest and Johnson manufactures several brands of golf clubs, including the Arnold Palmer line for Sears stores.

PGA product endorsement

The Professional Golfers' Assn. is preparing to sign a licensing agreement with Licensing Corp. of America, which will use PGA's name and endorsement on certain products sold in golf shops. Products currently being handled by PGA Div., Victor Golf Company, will not come under the impending licensing agreement. These products include golf clubs, balls and bags. Also, Victor has the option to produce apparel and shoes under the PGA name.

All endorsed products will be pre-tested, according to PGA, under a licensing committee now being formed and include motorized and hand carts, toiletries, caddie hats and carpeting for locker rooms, pro shops and grill rooms.

PGA expects the tie-in with Licensing Corp. to produce substantial royalties, and the national advertising and promotion program for endorsed products to aid golf shop sales.

Golf film offered

A new 27 1/2-minute film, "1969 Buick Open," is available to community groups and senior high schools on a free-loan basis. Requests for the 16mm, color film may be sent to Modern Talking Picture Service, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040, or to any of the distributor's film libraries throughout the country. The film was sponsored by Buick Motor Division and was produced by G.M. Photographic.
Pro shops providing today's stylish golfer with high fashion sportswear can be sure of heavy sales throughout the coming year. Function takes second place to fashion in the 1970 golfwear game as women golfers drive for the soft, feminine look of new styling and fabrics, while their men partners score in bold, clear patterns and colors. Seen here on GOLFDOM's pages is a selection of the latest golfwear available to the wise pro shop buyer getting ready now for future fashion demands.

Opposite page: Spring yellow plays softly on a polyester/cotton poplin golf suit with culotte skirt ($16), zip front jacket ($16), and a striking yellow and bright blue Antron nylon print V neck pullover ($10), all from Haymaker. Sports Accessories glove.

Below: Patch work prints team up in a Dacron polyester/cotton skirt ($18) and knit top with matching print collar ($7.50), both from DiFini. Texace hat, Promark glove, Lady Mulligans shoes. He joins the game in the latest four button placket, terry shirt ($10) by Izod. International glove.
Opposite: New looks on the links, left, in a softly belted Fortrel polyester/rayon skirt ($18) from David Smith and, right, in a free swinging wrap around ($16) from Etonic. Sun shading hats from Texace.
Above: Putting patterns, left, in wine and navy Arnel/cotton paisley print, shaped trousers ($22.50) from Asher topped off with navy cotton placket shirt ($8) from Jockey Menswear. International golf glove. His partner, right, in bold navy and red floral print slacks ($16) from Thomson Trousers. Acushnet glove; Etonic shoes.
"Carouche" golf car, both pages, courtesy of Club Car, Inc.
PEOPLE IN THE NEWS

William Fawcett has been named director of product and styling for the apparel division of the Charles A. Eaton Company, a manufacturer of golf shoes and golf apparel.

Two corporate appointments were announced for Vista International Corp.: Robert B. Murray to the position of president and Carl P. Webster to the office of secretary.

The board of directors, Dunlop Tire & Rubber Corp., has elected Elmer E. Flynn to the post of vice president - finance and secretary. He has been serving as comptroller since April, 1969. That position has been filled by Robert E. Mazurek.

Also elected by the board was Thomas E. Saylor to the position of vice president-operations. He previously was controller of inventories and sales operations.

J.R. Duvall, national promotion director for the Walter Hagen Golf Equipment Company, has announced his retirement. Succeeding him is Leo McNama.

Hagen’s national field director and Duvall’s assistant for the past three years.

Gardner Dickinson has joined the W.J. Voit Rubber Corp.’s professional golf staff. Voit is a subsidiary of American Machine & Foundry Company.

E.S. Conover resigned as president of Toro Mfg. Corp. Toro’s board chairman, David M. Lilly, was named to the additional position, a post he had held for 18 years.

Walter C. Braasch has been appointed to the position of quality control manager for General Battery Corp.

Victor Golf, a Division of Victor Comptometer Corp., announced the following appointments: Frank A. Koegel to merchandise manager, Robert V. Ladd to marketing services manager and Harry J. Osterman to creative services manager. Victor golf produces a pro-only line of golf clubs, bags and balls through its PGA division.

Koegel in addition to his duties as national sales manager will be responsible for the development and maintenance of competitive and profitable product lines and coordinate production capabilities with marketing needs. Ladd will be responsible for sales promotion, public relations and advertising for all Victor Golf products, including the PGA division.

Osterman will be responsible for the design of sales promotion, catalog, displays for trade shows and incentive programs for all Victor Golf products, including the PGA division.

Named an agricultural chemical sales representative for TUCO, Division of The Upjohn Company, was Donald Joseph Maske.

INCREASE EARNINGS, SERVICE & SPACE

Remodel your present storage space, bring your bag racks up to date

WITH NEW Stafford VERTICAL BAG RACKS

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.

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

Send us your floor measurements, we will plan a layout and quote you — no obligation.

THE A. G. STAFFORD CO.
2000 Allen Ave. S.E. • P.O. Box 8877 Canton, Ohio 44709 • 216/453-8431

For more information circle number 217 on card
LETTERS

continued from page 16

vik re-polished some of their early production and in doing so, some shafts were ground “thin” in the butt end. We made the mistake of not running the repolished shaft through our test procedure. As a result of these human errors, we have experienced breakage in the field of approximately 97 shafts returned broken to date. This figure is out of some 84,000 shafts that we know are in play at this time. This is a product failure ratio of less than one-eighth of one per cent.

This staggeres us and is considered a serious product failure by our team. However, it is not an indication of inherent weakness in the shaft. Our stainless steel shafts meet all the physical requirements currently established for golf club shafts.

I believe the stainless steel shaft will play an important part in future golf club design. Stainless steel is a very reliable, tough material. When built into a golf shaft, it produces a dynamic, resilient, lightweight golf shaft.

Stainless steel is true, pure, strong—like a diamond. Now, glass will do the same job as a diamond aesthetically, but it’s not a diamond it never will be. Copper, nickel and chrome-plated shafts are aesthetically equal to stainless steel, but they are not pure, tough, durable, raw stainless steel and they never will be.

James J. Shea
National Golf Professional Manager
Spalding Sales Corp.
Chicopee, Mass.

Editor’s note: This statement on Spalding’s stainless steel shafts provides some of the information which was not available last month when we published “The Stainless Steel Dilemma” (GOLFDOM, January, 1970, page 57).