Average Gross Revenue from Golf Car Rentals*

<table>
<thead>
<tr>
<th>Type of course</th>
<th>1968</th>
<th>1969</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>$18,500</td>
<td>$20,300</td>
<td>$32,300</td>
</tr>
<tr>
<td>Semi-private</td>
<td>$13,600</td>
<td>$14,700</td>
<td>$20,600</td>
</tr>
<tr>
<td>Hotel/Resort</td>
<td>$32,800</td>
<td>$42,500</td>
<td>$65,600</td>
</tr>
<tr>
<td>Public</td>
<td>$12,500</td>
<td>$14,900</td>
<td>$11,900</td>
</tr>
</tbody>
</table>

* Figures entered indicate percentage of respondents for each course type

Gross Revenue from Golf Car Rentals
National Grand Totals*

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$126.2 million</td>
</tr>
<tr>
<td>1969</td>
<td>$143 million</td>
</tr>
<tr>
<td>1970</td>
<td>$187.9 million</td>
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</table>

Percentage of Gross Golf Car Revenue Retained by Pros Who Participate*

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Retain 100% of revenue</th>
<th>Retain 75%-99% of revenue</th>
<th>Retain 50%-74% of revenue</th>
<th>Retain 25%-49% of revenue</th>
<th>Retain under 25% of revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>24.8%</td>
<td>10.9%</td>
<td>10.9%</td>
<td>6.9%</td>
<td>46.5%</td>
</tr>
<tr>
<td>Semi-private</td>
<td>50.8%</td>
<td>6.3%</td>
<td>6.3%</td>
<td>17.5%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Hotel/Resort</td>
<td>16.7%</td>
<td>0%</td>
<td>8.3%</td>
<td>16.7%</td>
<td>58.3%</td>
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<tr>
<td>Public</td>
<td>75.0%</td>
<td>25.0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Over-all response</td>
<td>34.4%</td>
<td>8.9%</td>
<td>8.9%</td>
<td>11.1%</td>
<td>36.7%</td>
</tr>
</tbody>
</table>

* Before any division of revenue

* Figures entered indicate percentage of respondents for each course type
Pedersen to become Mossberg Div. for pro-only equipment

O.F. Mossberg & Sons, Inc., at press time, was completing transactions for the acquisition of the name and certain assets of the Pedersen Golf Corp.

The two New York City area retail outlets, which have been operated by Pedersen since last summer, will be closed immediately upon completion of the acquisition. Mossberg will recall all golf clubs that were in the hands of retail operations other than pro shops. The firm, as part of its marketing policy, also intends to offer a complete set of Pedersen clubs free to any pro shop that can prove a sale of any Pedersen club to other than a bona fide pro shop.

The acquisition will mark Mossberg's entry into the golf industry. The firm, located in North Haven, Conn., is a long-time manufacturer of sporting fire arms, and in the last four years also has moved into marine boating and recreational vehicles (trailers and campers).

PGA Pension Plan gets nod from IRS

The Professional Golfers' Assn. has received approval from the Internal Revenue Service on a long awaited Pension Plan. The initial plan was presented in 1968, but encountered difficulty in getting the go-ahead from IRS.

In making the announcement, PGA stated that the problems of approval had been due to the "diverse relationships between the various golf and country clubs and . . . professionals."

Mascaro receives Green Section Award

The 1971 Green Section Award for "distinguished service to golf through work with turfgrass" was awarded to Tom Mascaro of West Point, Pa.
Golf Cars

3rd ANNUAL MARKETING & RESEARCH REPORT 1970

Percentage of Pro Respondents Who Participate in Golf Car Revenue*

Over-all percentage who participate in golf revenue 74.1%
* Figures pertain to those pros at facilities renting golf cars

Average Sizes of Golf Car Fleets

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Average per facility*</th>
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</thead>
<tbody>
<tr>
<td>Private</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>27</td>
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<tr>
<td>1969</td>
<td>32</td>
</tr>
<tr>
<td>1970</td>
<td>32</td>
</tr>
<tr>
<td>Estimate 1971</td>
<td>39</td>
</tr>
<tr>
<td>Semi-private</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>17</td>
</tr>
<tr>
<td>1969</td>
<td>17</td>
</tr>
<tr>
<td>1970</td>
<td>22</td>
</tr>
<tr>
<td>Estimate 1971</td>
<td>26</td>
</tr>
<tr>
<td>Hotel/Resort</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>27</td>
</tr>
<tr>
<td>1969</td>
<td>38</td>
</tr>
<tr>
<td>1970</td>
<td>40</td>
</tr>
<tr>
<td>Estimate 1971</td>
<td>43</td>
</tr>
<tr>
<td>Public</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>13</td>
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<tr>
<td>1969</td>
<td>15</td>
</tr>
<tr>
<td>1970</td>
<td>20</td>
</tr>
<tr>
<td>Estimate 1971</td>
<td>22</td>
</tr>
</tbody>
</table>

* Variance from the average in the case of an individual fleet could be accounted for by two factors: number of holes and size of the membership or amount of player traffic.

Overall Average Size of Golf Car Fleet

Over-all average size:
- 1968: 27 cars
- 1969: 29 cars
- 1970: 33 cars
- Estimate 1971: 33 cars

Increase from 1968:
- up 17.4% from 1968
- up 7.4% from 1969
- up 13.8% from 1970
JOBS WANTED

GOLF PRO-SUPT. PGA Excellent teacher—twenty years experience—knowledge of course construction. Write Box 800, c/o GOLFDOM.

GOLF PROFESSIONAL DESIRES POSITION. Experienced. Age 30, married, no children. Wife can assist. Excellent references. Write Box 801, c/o GOLFDOM.

PRO OR GREENSKEEPER or combination. Thoroughly experienced, moderate income satisfactory. Northeast section preferred. Write Box 804, c/o GOLFDOM.

LPGA MEMBER desires position as teaching professional. Midwest preferred. Eight years experience, all phases of profession. Excellent references. Write Box 805, c/o GOLFDOM.

Manager and professional available. Experience in all phases of golf. Including teaching, promotional work, tournaments, food and beverage. Write Box 806, c/o GOLFDOM.

Assistant Professional seeking employment at established club. 1 year experience. Contact: James Hurt-eau. 54 Vantage Road, Hamden, Conn 06514. Phone: 203-248-6442.

GOLF PROFESSIONAL, AGE 28, DESIRES POSITION. GOOD TEACHER, INTERESTED IN JUNIOR AND LADIES GOLF PROGRAMS. MEMBERS SERVICE OF FIRST CONCERN. CLUB MANAGER EXPERIENCE—PRO-MANAGER POSITION CONSIDERED. WRITE BOX 807, c/o GOLFDOM.

GREENS SUPERINTENDENT or GREENSKEEPER, experienced. Prefer small Midwest city. Age 35, married. Write Box 808, c/o GOLFDOM.

Golf Professional, 29, single, desires position. Experienced all phases of golf shop operation. Excellent references and teacher. Write: Tom Martin, RR 1, Box 19, Germantown, Ohio 45327.

Country Club Supt. Age 33, 9 yrs experience in all phases of Turf Management, desires change to Arizona or Southern California. Resume upon request. Write Box 810, c/o GOLFDOM.

Second generation class “A” golf course supt. Presently employed at one of the top private clubs in the southwest. Write Box 811, c/o GOLFDOM.

Veteran Golf-Professional, Age 51. Qualified in all phases of Golf-Shop, Golf-Course management. Available immediately. Write Box 812, c/o GOLFDOM.

Superintendent position desired. 1 ½ years experience as assistant at private club. B.S. Agronomy, construction and automatic irrigation experience. Write Box 814, c/o GOLFDOM.

Club manager or man & wife team. 25 years experience. Can furnish best references. Write Box 815, c/o GOLFDOM.

MR. GOLF COURSE OWNER. WE HAVE THE PROFESSIONAL YOU NEED FOR YOUR OPERA-

TIONS. NO CHARGE TO YOU. WRITE, WIRE, OR CALL: NATIONAL HEADQUARTERS, INTER-

ATIONAL ASSOCIATION OF PROFESSIONAL GOLFERS INC., APOLLO BEACH COUN-

TRY CLUB, APOLLO BEACH, FLA. 33570. (813) 645-3637.

JOBS OPEN

PROFESSIONAL: MATURE AND EXPERIENCED, CAPABLE OF HANDLING PRO SHOP, CART RENTALS, AND GOLF ACTIVITIES. PROFITABLE OPERATION, OWNER-MANAGED. SEVEN MONTH SEASON. PRIVATE RESORT CLUB; NINETY MILES FROM NEW YORK AND PHILADELPHIA. WILL CONSIDER COUPLE. WRITE BOX 802, c/o GOLFDOM.

REPS WANTED FOR EXCLUSIVE AND COMPLETE LINES OF MEN'S AND WOMEN'S SPORTSWEAR FOR GOLF SHOPS. THESE PRIME TERRITORIES ONLY: 1. SOUTHERN CALIFORNIA, 2. ILLINOIS, INC. CHICAGO, 3. WISCONSIN, MINNESOTA, 4. NEW ENGLAND, 5. INDIANA, MICHIGAN, 6. KANSAS, MISSOURI, IOWA, NEBRASKA. WRITE BOX 803, c/o GOLFDOM.

Golf Course Supt. wanted. Private Club, 18 holes, Midwest. Must know grasses, fertilizers, fungicides and equipment maintenance. Write Box 809, c/o GOLFDOM.

Wanted—Greenskeeper. 18 hole course. Complete resume with experience and salary. Rock Island County, Forest Preserve, County Of-


GREENS SUPERINTENDENT WANTED. Established 18 hole Country Club. Must be presently employed and have minimum 5 years experience. Guaranteed salary. Send resume of background and desired salary to Twin Hills Golf & Country Club, Joplin, Missouri.

Clubhouse manager for Portland's new Delta Park Golf Course. Knowledge of golf and similar business management experience desirable. Capital investment of approximately $15,000 required. Course scheduled to open April 1, 1971. Send Resume to Assistant Superintendent of Parks, 1107 S.W. 4th Avenue, Portland, Oregon 97204.

SALES MEN WANTED. Nation's top quality mfg. has openings in most territories. Applicant must have some apparel experience. Product is best in the field with over 1,500 clubs opened up. Applicants must state experience, references, and other lines carried. A picture will also be helpful. This quality line is non-competitive with any line you are now carrying. We have been shown at the PGA Merchandise Show. Write Box 813, c/o GOLFDOM.

WANTED ASSISTANT PROFESSIONAL to start April 1st. Exclusive midwestern club. Send resume to: Bobby Birch, Davenport Country Club, Le Claire Rd., Davenport, la 52803.

GOLF COURSE MANAGER. Municipal Course, City of Cincinnati. $9,500 - $10,500 annual salary. Excellent fringe benefits & civil service status. Minimum 3 yrs mgt. experience. Manages Clubhouse, oversees course, teaches. Send resume immediately to: Recreation Department, 222 E. Central Parkway, Cincinnati 45202.

THE INTERNATIONAL ASSOCIATION OF PROFESSIONAL GOLFERS INC. HAS SEVERAL HEAD PRO AND ASSISTANT POSITIONS AVAILABLE THROUGHOUT THE UNITED STATES. WRITE HEADQUARTERS, APOLLO BEACH COUNTRY CLUB, APOLLO BEACH, FLA. 33570.

BUSINESS OPPORTUNITIES

GOLF COURSES, PRIVATE AND PUBLIC, Midwest, Eastern, Southern, and some other states for sale. (Continued on page 76)
PEOPLE IN THE NEWS

Carl McManis has been appointed national sales manager of Fernquest & Johnson Golf Company. He will be responsible for development of a nationwide sales representative organization as part of Fernquest & Johnson's 1971 program to undertake national distribution of its golf equipment. McManis was formerly national sales manager for Professional Golf Company.

Daniel J. Keating and Joseph J. Burris were elected to the board of directors of Stauffer Chemical Company. Keating is senior vice president of Western operations. Burris is an attorney in the Burris & Lagerlof law firm.

In addition, Richard N. Stillman has been appointed company treasurer, succeeding Minos M. Covington who retired. Succeeding Stillman as controller is Keith M. Overbeck, formerly assistant treasurer/controller-west.

Robert C. Moreau and G. Quentin Brown have been appointed regional sales managers of Velsicol Chemical Company for the Midwest and Southwestern regions respectively. Moreau was formerly national accounts manager. Brown was Midwest regional sales manager.

Edward J. Toth has been named factory manager of the Flexi-Grip Div., Eaton Yale & Towne, Inc. James E. Dager will succeed Toth as Flexi-Grip's controller.

Arthur A. Aiello has joined the marketing and sales department of Foreway Products Div., Sit N'Rest Golf, Inc. Aiello will be responsible chiefly for sales of the Foreway Combination Cart-Bag line.

Kenneth J. Andrasko has been named executive vice president of Louis W. Barton Company, irrigation and industrial waste water specialists. Prior to joining Barton, he was sales engineer for Johns-Mansville Corp.

Arthur M. Hartman has been named director of marketing for Dappatex Corp., manufacturer of non-woven linens and apparel. Prior to joining Dappatex, Hartman was assistant manager of marketing and planning for Levi Strauss & Company.

Jerry Bransford has joined Rain Bird Sprinkler Mfg. Company as district sales manager for Western sales. He will be responsible for all agricultural and turf irrigation sales.
GOLF COURSE

MAINTENANCE EQUIPMENT
- Aerifying machines
- Blowers/Sprayers
- Edging machines
- Hole Cutters
- Lapping-in-machine
- Mowers
- Mower grinders
- Rakes (trap)
- Rollers
- Sod cutters
- Soil screeners
- Soil shredders
- Spikers
- Sprayers
- Sweepers
- Sweepers-mulchers (turf)
- Thatch cutting machines
- Thatch cutters and vacuum removal
- Tractors
- Trailers (utility)
- Trucks (utility)

CHEMICALS
- Algae killer (ponds)
- Turf color spray
- Crabgrass control
- Fertilizers
- Fungicides
- Herbicides
- Insecticides
- Wetting agents

FURNISHINGS
- Ball washers
- Benches
- Comfort stations
- Course shelters
- Drinking fountains
- Flags
- Flag poles
- Refreshment stands
- Score Card Box (metal)
- Signs: yardage and direction
- Tee markers
- Vending machines

CONSTRUCTION AND SUPPLIES
- Humus and peat
- Irrigation systems and equipment

PRO SHOP

APPAREL AND ACCESSORIES
- Blouses
- Caps and hats
- Golf shoes (men’s)
- Golf shoes (women’s)
- Rain jackets
- Rubber spiked overshoes
- Shirts
- Shorts (ladies and men’s)
- Skirts
- Slacks
- Socks
- Sport jackets
- Sunglasses
- Sweaters
- Trophys
- Windbreakers

GOLF EQUIPMENT AND ACCESSORIES
- Bags
- Bag carts
- Bag tags
- Balls (regular)
- Bath slippers (paper)
- Clubhead covers
- Clubs
- Golf gloves
- Golf practice devices
- Grips
- Grip slip preventative
- Locks for golf bags

FIXTURES AND EQUIPMENT
- Bag storage racks
- Ball washer detergents
- Club cleaners and polishers

GOLF COURSE ARCHITECTS
- Golf Course Construction
- Stone Pickers

GOLF COURSE CONSTRUCTION

RANGE SUPPLIES AND EQUIPMENT
- Balls (range)
- Ball dispensers (coin)
- Ball strippers
- Ball washers (range)
- Ball washers (counter & dispenser)
- Clubs (range)
- Mechanical range ball retrievers
- Miniature course obstacles
- Miniature putting lane material
- Practice driving nets
- Range mats

CARS, ACCESSORIES
- Batteries
- Battery chargers
- Golf cars, new
- Golf cars, reconditioned
- Tires

FOOD, LIQUOR AND SERVICE EQUIPMENT
- Soft drinks, mixers
- Beer and ale
- Liquor
- Wines
- Prepared meats and poultry
- Prepared fish and seafood
- Fats and cooking oils
- Cooking equipment (mixers, slicers, juicers, sharpeners, scales, carts, table tops, peelers)
- Sanitation and maintenance equipment (dishwashers, disposals, steam cleaners and floor maintenance equipment)
- Holding equipment—hot and cold—(refrigeration, freezers, cold plates, steam tables, beverage coolers, ice machines)
- Supplies (china, glass, plastic, paper, pots and pans, cutlery, tools, flatware, locker-room)
- Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
- Locks for lockers (combination—built-in-key-type padlocks)

CLUBHOUSE

APPAREL AND ACCESSORIES
- Blouses
- Caps and hats
- Golf shoes (men’s)
- Golf shoes (women’s)
- Rain jackets
- Rubber spiked overshoes
- Shirts
- Shorts (ladies and men’s)
- Skirts
- Slacks
- Socks
- Sport jackets
- Sunglasses
- Sweaters
- Trophys
- Windbreakers

GOLF EQUIPMENT AND ACCESSORIES
- Bags
- Bag carts
- Bag tags
- Balls (regular)
- Bath slippers (paper)
- Clubhead covers
- Clubs
- Golf gloves
- Golf practice devices
- Grips
- Grip slip preventative
- Locks for golf bags

FIXTURES AND EQUIPMENT
- Bag storage racks
- Ball washer detergents
- Club cleaners and polishers

Send information on products checked to:

Name ____________________________________________
Title ____________________________________________

Club ____________________________________________
Address __________________________________________
City ____________________________________________ State ______ Zip ______

IMPORTANT—SEE REVERSE SIDE FOR MANAGEMENT SUBSCRIPTION FORM
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**GOLFDOM OFFICIALS AND MANAGEMENT MAILING FORM**

**IMPORTANT:** Your cooperation with the information below will bring GOLFDOM to those responsible for your club's successful operation . . . and keep them up-to-date on the latest and most practical ideas on Administration, Management, Maintenance and Services. Complete and mail this post-free card—TODAY—to GOLFDOM CIRCULATION DEPT., 235 East 45 Street, New York, N.Y. 10017. We'll see that those who qualify receive GOLFDOM monthly, without cost.

**Club or Course Name**

**Mail Address**

**City** | **State** | **Zip**
--- | --- | ---

**Owner**

**Other Duties**

**Street**

---

**President**

**Other Duties**

**Street**

---

**Superintendent**

**Other Duties**

**Street**

---

**Manager**

**Other Duties**

**Street**

---

**Professional**

**Other Duties**

**Street**

---

**Turfed acreage of Golf Course and Club Grounds regularly maintained:**

**Course Acres** | **Grounds Acres**
--- | ---

**Is your course new?**

**Yes** | **No**

---

**Size of Course:**

- 9 holes
- 18 holes
- 27 holes
- 36+ holes

---

**Is your Golf Course:**

- Private
- Semi-private
- Municipal
- School
- Company owned
- Resort

---

**Facilities at Course:**

- Bar
- Restaurant
- Hotel
- Pool
- Tennis Courts
- Pro Shop

---

If Private Club check No. of members. If semi-private or Public indicate No. of players per week:

- 100 or less
- 100-200
- 200-300
- 300-400
- 500-1000
- Over 1000

**Your Signature**

**Date**
Take the pressure off your turf with Terra Tire low pressure tires

A fully loaded golf car with these flotation tires exerts only about eight pounds of pressure per square inch. Walking pressure under the heel of a shoe can be as much as 24 pounds per square inch. That's why you can cut down turf damage when you equip your golf cars with Goodyear's big, easy-rolling Terra Tire low pressure tires. They provide sure-footed traction, too, for stability on slopes and around traps.

Get all the facts on what Terra Tire low pressure tires can do for your course. Write Terra Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

GOODYEAR

For more information circle number 132 on card