

NEWS OF THE INDUSTRY

Pro-only lawsuit: one out, three more in

Acushnet Sales Company has been dismissed from prosecution in the \$1.5-million Federal court suit, charging more than a dozen golf equipment companies and the **Professional Golfers' Assn.** with violation of Sherman Anti-Trust laws. (See GOLFDOM, June, p. 39 and July, p. 54.)

On a motion of the plaintiff **Golf City, Inc.**, a New Orleans retail outlet of golf equipment, U.S. District Judge James A. Comiskey dismissed Acushnet Sales Company. Golf City attorney Henry Klein said that Acushnet was dismissed because of a cash settlement with the plaintiff. He would not disclose the terms. However, Klein pointed out that Acushnet has not agreed to sell its "pro-only" line of equipment to Golf City.

Meanwhile, Golf City added three more defendants: Hillerich & Bradsby Company, Inc., Ben Hogan Company and Victor Comptometer Corp., parent firm of PGA Golf Equipment.

Klein explained that Golf City was negotiating with the three firms to supply equipment when the original suit was filed. He said the plaintiff realized none would do so and brought them into the litigation.

Toro reports operating loss

Toro Mfg. Corp. of Minneapolis reported net sales of \$6,964,000 for the first quarter ended October 31 and an operating loss of \$61,000 for the same quarter. For 1969 the company reported first quarter net sales of \$5,380,000 and an operating loss of \$46,000.

The sales increase, according to David T. McLaughlin, president, was due to the introduction this year of a new two-stage snowthrower line. The introductory costs of the new line, however, and the company's increased operating expenses during the first quarter resulted in the loss. He added that the first quarter is "traditionally the slowest" and would not "provide a basis for projecting year-end results . . ."



Happy 50th!

Gene Sarazen is currently celebrating 50 years both as a golf professional and as a member of the advisory staff of Wilson Sporting Goods Company. **Joe Wolfe**, golf promotion director for Wilson, offers his congratulations.

Club consulting firm formed

Three Los Angeles club managers have formed a company, **Seeber, Castle, Lepp and Associates**, to act as consultants to membership clubs. Eugene Seeber formerly was assistant secretary and general manager of The Los Angeles CC; Emil Lepp recently retired as general manager of the Hillcrest CC, and Ashton Castle's experience was gained as general manager of the Jonathan Club and the Jonathan Club at the Beach.

Golf etiquette on film

The National Golf Foundation has available in 16mm color and sound a film entitled "Courtesy on the Course." The 18-minute film is designed for use in golf instruction programs or for special showings at conferences and conventions. The content of the film includes arrival and before-tee preparation, order of play, positioning and conduct, alertness to ball flight, divot replacement and violations that hinder play. For information on rates for preview, rental or purchase contact NGF headquarters at 707 Merchandise Mart, Chicago, Ill. 60654.

Victor sales, earnings up

Victor Comptometer Corp. reported record sales levels for the first nine months and the third quarter of 1970. Earnings for the same quarter also increased.

Sales in the quarter ended September 30th rose 12.4 per cent to \$44,594,339 from \$39,676,501 a year earlier. Earnings were up 10.5 per cent to \$2,239,761 from \$2,027,416 in the 1969 quarter.

Net sales for the nine months were \$121,879,196 compared with \$118,057,053 for the 1969 period. Net income was \$4,853,883 as against \$7,054,749 a year earlier.

Ike honored by USGA and PGA

A plan to honor the memory of **Dwight David Eisenhower** has been put into effect by the United States Golf Assn. and the Professional Golfers' Assn. of America. Called "Golf's Tribute to Ike," the plan will create funds through contributions to complete the financing of two institutions: the Eisenhower College, Seneca Falls, N.Y., now in its third year, and the Eisenhower Medical Center, Palm Desert, Calif., which is under construction. Although the mechanics are not yet worked out, contributions are likely to come from golfers through golf clubs and professionals.



J-M moves into total irrigation systems

Johns-Manville Corp. has strengthened its position in the irrigation field with the formation of a new subsidiary, the **Johns-Manville Irrigation Corp.**, which will market custom engineered turf and agricultural irrigation systems.

The new corporation is a consolidation of three firms acquired from Robert Trent Jones, Inc., the Binar Corp., Watermatics Corp. and the Chem-Blend Systems Corp. A.C. Smith, vice president for corporate growth & development, will be president of the new corporation and Robert Trent Jones will be a member of the board of directors.

Smithco adds Thuron

Smithco, Inc., Wayne, Pa., has acquired **Thuron Sprayer Mfg. Company** of Dallas, Tex. Thuron manufactures sprayers and spray equipment for golf courses, parks, state and agricultural use. Smithco has been involved in the development of small mobile work carts for golf course personnel, notably the Red Rider. The addition of Thuron will, according to Ted Smith, president of Smithco, enable superintendents and supervisors to acquire greater efficiency and improvement in turf maintenance operations.

GCBA defines membership, status

Officers and key members of the **Golf Course Builders of America** authorized the incorporation of the association at a special meeting held at the National Press Club in Washington, D.C. The association was formed last summer in an effort to bring together the men who build the nation's golf courses. At the meeting, chaired by president David Canavan, it was decided to seek an IRS tax-exempt status as a non-profit "business league" classification and to broaden the membership base by merging the general contractor and sub-contractor membership classifications. They will be known as "regular" members, and irrigation specialists, fumigators, turf contractors—those who normally work with general golf contractors—are eligible.

Suppliers of golf course construction, including earth-moving equipment, irrigation pipes, sod and bark, will be classified as associate members. Associates will be entitled to three voting seats on the nine-member board of directors, and each associate member will have a one-third vote at general membership meetings.

Golfomat opens new headquarters

The **Golfomat Div. of Electronics & Mfg. Corp.** has opened new international and administrative headquarters at 816 North Saint Asaph St., Alexandria, Va., where a Golfomat indoor golf course unit has been installed as a demonstrator only for prospective buyers of the equipment.

According to the company, there are about 350 units installed throughout the United States and in foreign countries.

Wells Lamont opens Irish plant

Wells Lamont Corp. of Chicago, opened a new plant in Tralee, County Kerry, Ireland. Carroll G. Wells, vice president of the glove manufacturing company, said that gloves will be manufactured in the new plant primarily for the United States domestic market, but the plant could also serve as a base for possible penetration of the glove market in Europe.

The plant will employ 200 people and occupies 26,000 square feet.

Columbia merges with Pargo

Columbia Car Corp., based in Charlotte, N.C., has merged into Pargo, Inc., and will be called **Pargo, Inc.** Columbia Car had been manufacturing golf cars for the corporation with Pargo acting as a golf car leasing corporation.

Reasons for the merger, cited by Joseph J. Vilis, president, included a more efficient operation for electric golf car, electric industrial car and marine customers and simplifying operations with suppliers.

Two executive organizational changes also took place. R. Lloyd Walker was appointed vice president of sales and manufacturing and corporate secretary and Paul B. Maskus was named treasurer and corporate assistant secretary.

Temporary truce called on uniform ball

A potential dispute between **equipment manufacturers** and the **United States Golf Assn.** over the question of a uniform golf ball has been allayed, temporarily at least, by a meeting of the two parties at USGA headquarters in New York City.

The controversy centered around an announcement that the USGA and the Royal & Ancient had reached tentative agreement on a uniform golf ball, with a minimum diameter of 1.66 inches. This would be a compromise between the present United States minimum of 1.68 inches and the British 1.62 inches. The ball would retain the present United States and British maximum weight of 1.62 ounces.

In addition, the ball could not exceed a maximum initial velocity of 250 feet per second, thereby abolishing the present 2 per cent tolerance.

The New York meeting quickly followed a counter announcement by the **Golf Ball Manufacturers Assn.** that its members had "unanimously agreed to oppose an arbitrary change in the size of the 1.68 golf ball as not being in the best interest of the game of golf." According to one industry spokesman, British manufacturers had registered similar sentiments with the R & A.

The outcome of the meeting between a committee of the GBMA and the USGA is an agreement "to cooperate on further feasibility studies into the matter" of a uniform golf ball, according to USGA executive director, P.J. Boatwright.

If all had gone as planned by the USGA, the new specifications probably would have been in effect by early 1972. But American manufacturers claim that even if they were agreeable to the move, it would take them up to seven years to replace all the present golf ball molds, regain present production levels and build up inventories. On top of these production problems is the vast expense of re-tooling and the likelihood of having large inventories of obsolete golf balls sitting in manufacturers' warehouses.

At present, no deadlines have been set for completion of the feasibility studies or for another meeting between the GBMA committee and USGA.