

Sales up for Victor

According to chairman A.C. Buehler, **Victor Comptometer Corp.**'s second quarter net sales were \$40,871,318, which represented an 8.5 per cent increase over the \$37,654,950 of a year ago. For the first six months of 1971, net sales totaled \$77,700,386 compared to the \$77,284,857 reported in 1970.

Net earnings during the six month period were \$760,079 for the current year, down from \$1,436,288 a year ago. Net earnings per common share were \$.12 this year compared to \$.25 in 1970. "The 1970 results reflect startup costs of the Computer Division as they were actually incurred, and the costs during 1971 are being absorbed on a current basis," says Buehler.

William J. Harley dies

William J. Harley, 59, vice president/engineering and director of **Harley-Davidson Motor Company** died August 7 of complications resulting from diabetes.

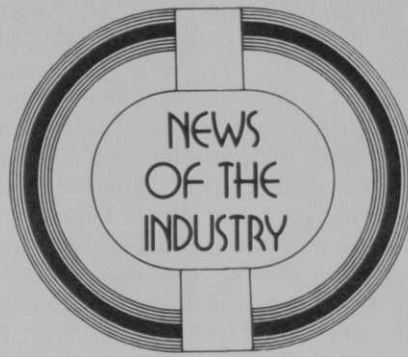
Harley was the son of one of the founders of the Milwaukee firm, William S. Harley. He was a University of Wisconsin engineering graduate joining his father's company in 1934. In 1957 he assumed the duties and position of vice president/engineering. Under his direction and guidance, Harley-Davidson's Engineering Department manufactured a complete line of motorcycles, golf cars and snowmobiles.

Land and Water Conservation Fund program decentralized

The Department of the Interior's **Bureau of Outdoor Recreation** has further decentralized its Land and Water Conservation Fund, the largest Federal grant-in-aid program for acquisition and development of public park, open space and recreational lands and waters.

The responsibility for project review and approval rests with the six regional offices of the BOR.

The Land and Water Conservation Fund Act, approved by Congress in 1964, has provided more than \$353 million in 50 per cent matching grants to the states and their political subdivisions. Appropriations by Congress for this part of the fund totaled



\$503 million through fiscal year 1971. Funds apportioned to each state are available for the year in which they are appropriated and for two subsequent fiscal years.

Grants-in-aid under the fund program can be made only to the states, their cities and counties, and legal political subdivisions (see "Bureau of Outdoor Recreation: A New Source of Funds," **GOLFDOM**, March 1970, p. 78). The Federal money pays half the cost of statewide planning projects, land acquisition and development of facilities for public recreation.

Toro acquires Western Toro; revamps snowthrower line

Toro Mfg. Company has announced major design and styling changes and an expanded advertising and merchandising campaign for its 1972 line of snowthrowers. In a separate announcement, Toro announced purchase of the assets and business of Pacific Toro, Inc., its former distributor in Southern California.

In acquiring Pacific Toro, David McLaughlin, president of Toro says the area has been taken over by Toro Pacific Distributing, a division of Toro Sales Company. General Manager of the new facility, which will distribute Toro's full line of consumer and turf products will be Raymond Storti, formerly branch sales manager of New Holland Machine Company, a division of Sperry Rand Corp.

The design and style changes will be in Toro's Snow Pup, Snow Hound and Two-Stage snowthrowers. The Snow Pup has a completely new drum auger and paddle assembly. The Snow Hound has a new control panel that makes it easier and safer to operate, a new shute directional control and a 3½ hp, four-cycle engine. The machine is self-propelled and cuts a 20-inch swath. The Two-Stage features separate wheel clutches for power turning, a pivoting scraper blade and

a drum auger that meters the snow for more efficient throwing.

George Herrmann dies

George J. Herrmann, active in many golfing associations for the past quarter century, died in Detroit, September 14, at the age of 70. Herrmann served as executive secretary of the Athletic Goods Manufacturer's Assn. from 1948 to 1968. During those 20 years he also served as executive secretary of the Golf Ball Manufacturer's Assn. and the National Assn. of Golf Club Manufacturers. He had also served as secretary-treasurer of the National Golf Foundation and the Athletic Institute, Inc.

Club specifications listed

A letter to the editor, published in **GOLF Magazine** last year suggesting that club manufacturers would do a great service to the buying public if they marked each set of their irons and woods with information about their specific characteristics, has produced results. **Pro-Line Golf Corp.** recently announced that each set of woods and irons they send to the market will have a tag on which the static weight, swing weight, length of driver (or two-iron), shaft material and flex, and grip material will be marked. The golf clubs' registration number will also appear on the card. There will be two copies of the specifications—one for the buyer to keep and one for the professional to record in his file.

Fuqua to acquire Ajay Enterprises

Fuqua Industries, Inc., has agreed in principle to acquire **Ajay Enterprises Corp.** of Delavan, Wis. Ajay manufacturers and distributes golf carts, golf bags, golf balls and golfing accessories in addition to billiard and bowling accessories. Fuqua, a diversified Atlanta-based company, currently receives a major portion of its income from leisure time businesses.

"Ajay will be a strong addition to our sporting goods group," J.B. Fuqua, chairman of Fuqua Industries, says. "Together with our subsidiary, Fernquest & Johnson, which manufactures golf clubs, Ajay will enable Fuqua to offer a complete line of

(Continued on page 64)

equipment to the golfer. The fine management team at Ajay will also enable us to expand into other areas of the sporting goods industry," Fuqua says.

The terms of the proposed acquisition call for the exchange of one share of Fuqua common stock for three shares of Ajay common stock. This will result in the issuance of approximately 400,000 shares of Fuqua common stock. The acquisition is still subject to approval by Ajay stockholders.

In its fiscal year ending September 30, 1970, Ajay reported sales of \$11,480,000. For the first nine months of this fiscal year, ending June 30, 1971, sales were \$11,251,000, an increase of approximately 32 per cent over the \$8,589,000 for the comparable period of 1970. Fuqua recently reported a 66 per cent increase in earnings per share for the first six months of 1971 compared to the same period of 1970.

Tait establishes western headquarters

Tait Mfg. Company has announced

the establishment of a new pump sales and service facility to serve customers throughout the western states.

According to Edward Davies, Tait vice president-marketing, the new facility, located in Fresno, Calif., will be known as Tait-Johnson, Inc. Chester Cornish is president of the new company. In addition to providing a permanent showroom for all Tait products, Tait-Johnson will warehouse, assemble and service large submersibles and lineshaft turbines as well as the full line of domestic pumps. It will also include a technical service training center incorporating Tait's pump school program.

Applied Biochemists move facilities

Applied Biochemists, Inc., manufacturers of algacides under the brand names of Cutrine and Swimtrine, have moved into a new general office-manufacturing facility in Mequon, Wis.

The new operation consists of a 14,500-square foot building of which 10,000 square feet is used for manufacturing and warehousing.

According to company president Donald Seymour, the move will enable consolidation of the total operation of Applied Biochemists and keep pace with rapidly expanding marketing programs. The offices had previously been located in Milwaukee, and the manufacturing in Waukesha, Wis.

Analysis of corporate sponsorship of sporting events conducted

Corporate sponsorship of major sporting events in the first half of 1971 registered strong product identification in major markets, according to **PR Data, Inc.**, a New York City-based public relations firm.

The firm says analysis of eight professional tournaments involving 23 separate events netted their corporate sponsors an average 9,384 print and broadcast stories. Product mentions carried in top markets registered a high of 60.3 per cent and ranged from 30 to 50 per cent for all events. The analysis included events in golf, tennis, auto and air racing and bowling.

"Success of individual championship events varied greatly from a publicity standpoint," says J.E. Schoonover, president of PR Data. "Companies that did a good planning job and provided adequate budget and staff showed a good return on their investment," he says.



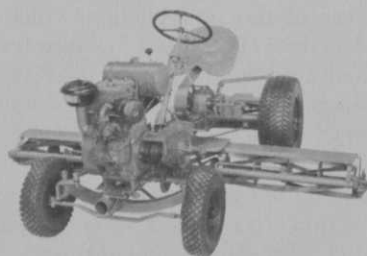
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