

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.

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