

## Heee Heee! Homer Golf Gear Is Here

Woo Hoo! Guess who's taking up golf? Why, it's Homer Simpson, Bart Simpson and Krusty the Clown — all in the name of talking golf head covers from Gazelle, a manufacturer of fun stuff for golfers.

We're assuming, though, the company recently introduced these *Simpsons* golf head covers for the hitters who aren't overly serious about the game. After all, when you squeeze the Bart Simpson head cover, you'll hear Bart in his exuberant, soprano voice yell, "Play it where it lays, home-boy." That's just one of his four smart-aleck remarks.

Yes, you can assume a serious golfer is saying, "D'oh," after hearing about this product launch. But at least the expression comes from the mouth of the man who made it famous.

Homer's head cover speaks five lines in his distinctive, whiny voice, including, "Mmmmm, an open faced club sandwedge," and "Woo hoo, d'oh, mmmmh."

The idea for the *Simpsons* golf head line came from a conversation between a Gazelle customer and Leo Goshgarian, president of Gazelle.

"He was telling me that he watched the show all the time with his kids," says Goshgarian, a veteran of 30 years in the toy industry. "I did some checking and the demographic of the show was predominantly male, 18 to 45 years old. I knew at that point it was going to be a good fit."

Also new from Gazelle, a golf head cover featuring the Gopher from *Caddyshack*. The Gopher will not only sound like it did in the movie, it will be movin' and jivin' like it did in the film.

The products are available to golf shops throughout the country or at [www.golfinstuff.com](http://www.golfinstuff.com).



GAZELLE

## Quotable

**"Just think of it as blue dirt."**

— *Kevin Smith, CGCS of Golf Club at the Eagle Mountain and president of the Cactus & Pine GCSA in Arizona, advising his golfing partner not to worry about the intimidating pond between the tee and the green on a par-3 hole at The Phoenician Resort in Scottsdale. Smith's partner hit his ball into the drink anyway.*

**"How are you going to get your members to repair ball marks? No way in hell you're going to do it."**

— *Joseph Duich, professor emeritus at Penn State University*



**"GCSAA has done such a lousy job of informing us about (PDI) and explaining its ramifications that most members were (and still are) clueless."**

— *Monroe Miller, editor/publisher of The Grass Roots, publication of the Wisconsin GCSA*

**"These fellows hit the ball a long way. We felt we could no longer let them swing from the heels."**

— *Hootie Johnson, chairman of Augusta National, explaining to an AP reporter why the course implemented a toughen-up policy for this year's Masters*

**"If tree management were easy, then they wouldn't need you or me."**

— *John Ball, associate professor of forestry, South Dakota State University*