

tween the latter part of 1969 and the end of 1970.

However, these growth figures do not even include a substantial number of cars that may be purchased or leased in 1970 by facilities which presently do not have fleets. In fact, the study showed

that of the respondents who said their courses did not have fleets, some 42.5 per cent indicated that their facilities have plans to acquire golf cars in the near future.

A look at revenues derived from golf car rentals at golf facilities offers a prime reason for the growth

of fleets. The overall national totals for revenue from golf car rentals jumped 13.3 per cent from \$126.2 million in 1968 to \$143 million in 1969. Hotel/resort facilities led the way, with an average revenue of \$32,800 in 1968

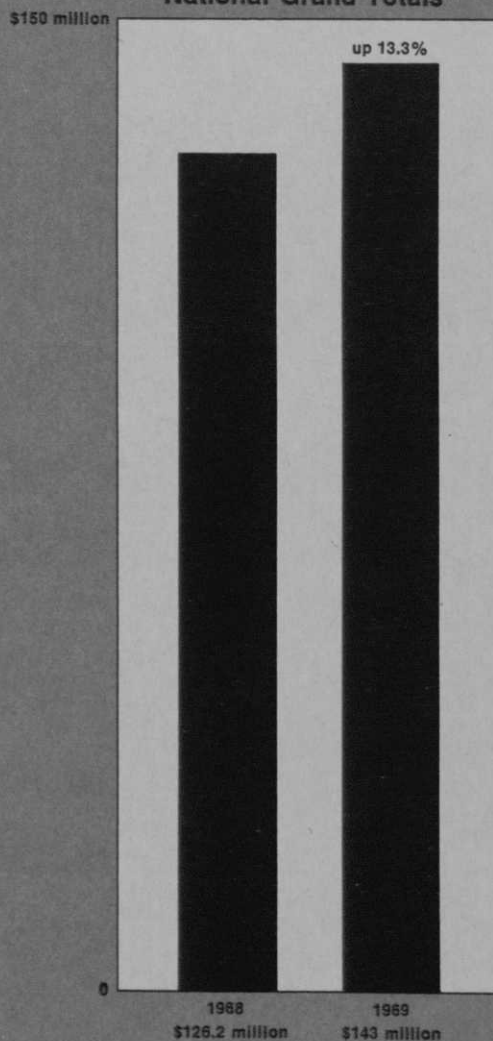
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**Average Gross Revenue
from Golf Car Rentals***

Type of course	Average per facility
Private	
1968	\$18,500
1969	\$20,300
Semi-private	
1968	\$13,600
1969	\$14,700
Hotel/Resort	
1968	\$32,800
1969	\$42,500
Public	
1968	\$12,500
1969	\$14,900
Overall response	
1968	\$17,500
1969	\$19,900

* Before any division of revenue

**Gross Revenue from Golf Car Rentals
National Grand Totals***



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

Type of course	Retain 100% of revenue	Retain 75%-99% of revenue	Retain 50%-74% of revenue	Retain 25%-49% of revenue	Retain under 25% of revenue
Private	50%	2.1%	6.3%	8.3%	33.3%
Semi-private	58.9%	5.1%	10.3%	10.3%	15.4%
Hotel/Resort	62.5%	0%	0%	12.5%	25%
Public	20%	20%	20%	20%	20%
Overall response	53%	4%	8%	10%	25%

* Figures entered indicate percentage of respondents for each course type.

GOLF CAR

continued

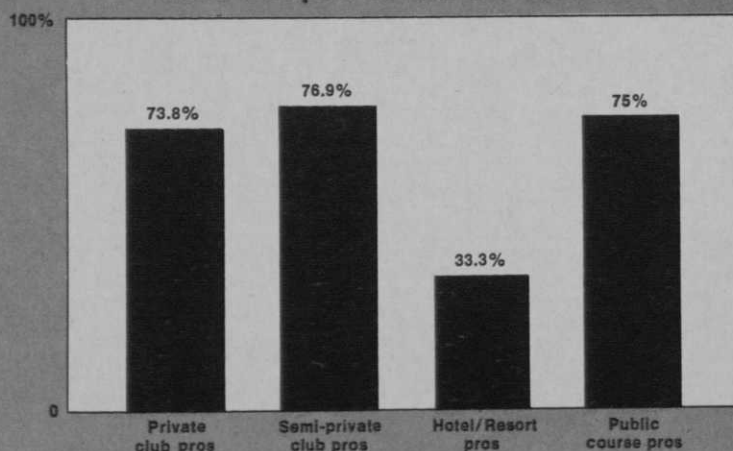
and \$42,500 in 1969.

Pros were asked if they retain any of the revenue from golf cars. Overall, some 60.5 per cent said they did. However, a breakdown of responses by course type showed that far fewer pros at hotel/resort courses participate in golf car revenue than those at any of the three other types of golf facilities.

Some pro incomes obviously are getting a considerable boost from golf car rentals. Overall, 53 per cent of the respondents who participate in the revenue indicated that they retain 100 per cent of the sum at their facilities. (Generally, any division of revenue from golf car rentals would be between the pro and the club.)

Ironically, although fewer hotel/resort pros said they participate in revenue from golf car rentals, of those who do participate, some 62.5 per cent indicated that they retain 100 per cent of the sum. □

Percentage of Pro Respondents Who Participate in Golf Car Revenue*



Overall percentage who participate in golf car revenue = 60.5%

* Figures pertain to those pros at facilities renting golf cars

Golf Car Statistics

- 85.7% of the survey respondents indicated their golf facilities have golf car fleets.
- Projecting nationally, 85.7% of the 8,890 regulation golf facilities in the United States equals an estimated 7,618 facilities, which have golf car fleets.
- The estimated 7,618 golf car fleets had an average of 27 golf cars by the end of 1969. Therefore, this would constitute a rounded total of 205,700 golf cars at regulation facilities in the United States in 1969, as compared with 175,200 in 1968.
- Based on the 1970 estimate of 32 golf cars per fleet, the same 7,618 facilities will have a total of 243,800 golf cars by the end of 1970.
- The number of facilities with golf cars will increase substantially. Of those respondents who indicated their courses did not have golf car fleets, 42.5% said they planned to acquire golf cars in the near future.

NEWS OF THE INDUSTRY

Point system replaces "official money"

A system of point scoring will replace the so-called "official money" in determining automatic eligibility and other privileges for leading golfers in tournaments sponsored by the **Professional Golfers' Assn. Tournament Players Division**. The plan went into effect in the Los Angeles Open, which was played from January 8 to 11.

In most competitions with prize money of at least \$100,000, the first professional will score 120 points; the runner-up 90 points, and other place winners will receive points graduated down to 1 for 70th place. For tournaments with less than \$100,000 prize money, points will be awarded according to the percentage which the purse bears to \$100,000. If, for example, the purse is \$35,000, the first professional will receive 42 points or 35 per cent of 120 points. Total points scored in 1970 will determine the 60 players who are to be immediately eligible, exempt from qualifying, for tournaments in the following year and who will receive preferred pairings and starting times.

Bonuses of 25 points will be awarded to winners of the PGA of America and the U.S. Open Championships, and also to the winner of a Tournament Players Match Play Championship, which the TPD intends to begin in 1971.

The new system was adopted by the TPD Tournament Policy Board, which also made a change in qualifying procedure for open invitational tournaments.

In addition to the usual 18-hole qualifying round on Monday immediately before a tournament, there will be an 18-hole preliminary round the preceding week

for players who are not members of the Tournament Players Division. Twenty per cent of such applicants will earn the right to compete with TPD members in the Monday qualifier for places in the tournament.

The change will be effective about mid-February.

New sales program for PCR golf ball

A new marketing program for the PCR golf ball was announced by the manufacturer, **Princeton Chemical Research, Inc.** The company is currently building a nationwide sales force to handle direct sales of the PCR ball to sporting goods dealers and golf course pro shops. The solid golf ball was invented by Princeton Chemical Research, which holds basic patents on the process and which has licensed nine other producers both domestic and foreign to make them.

Fuqua, Arnold Palmer come together

Fuqua Industries, Inc., and the **Arnold Palmer Golf Company** have agreed to cooperate in an enterprise that will serve the golfing industry, from the golfer to the superintendent.

Plans include the manufacture and marketing of golf clubs, balls, bags and gloves under the Palmer name. These items have been marketed by the Palmer Company for several years, but are manufactured by other companies for Palmer. These companies will continue to manufacture the Arnold Palmer products for Fuqua until the corporation acquires other facilities which can handle production of the various items, a Fuqua spokesman said.

In addition, Fuqua has entered into an agreement with Palmer

for a new line of course maintenance equipment and motorized golf carts bearing the Palmer name. McDonough Power Equipment Company, a subsidiary of Fuqua, will manufacture these items.

GOLFDOM reported last month that Fuqua had acquired the Fernquest and Johnson Golf Company, which will be absorbed into the newly-structured Arnold Palmer Golf Company. Fernquest and Johnson manufactures several brands of golf clubs, including the Arnold Palmer line for Sears stores.

PGA product endorsement

The **Professional Golfers' Assn.** is preparing to sign a licensing agreement with **Licensing Corp. of America**, which will use PGA's name and endorsement on certain products sold in golf shops. Products currently being handled by PGA Div., Victor Golf Company, will not come under the impending licensing agreement. These products include golf clubs, balls and bags. Also, Victor has the option to produce apparel and shoes under the PGA name.

All endorsed products will be pre-tested, according to PGA, under a licensing committee now being formed and include motorized and hand carts, toiletries, caddie hats and carpeting for locker rooms, pro shops and grill rooms.

PGA expects the tie-in with Licensing Corp. to produce substantial royalties, and the national advertising and promotion program for endorsed products to aid golf shop sales.

Golf film offered

A new 27 1/2-minute film, "1969 Buick Open," is available to community groups and senior high schools on a free-loan basis. Requests for the 16mm, color film may be sent to Modern Talking Picture Service, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040, or to any of the distributor's film libraries throughout the country. The film was sponsored by Buick Motor Division and was produced by G.M. Photographic.

FASHION FACTS

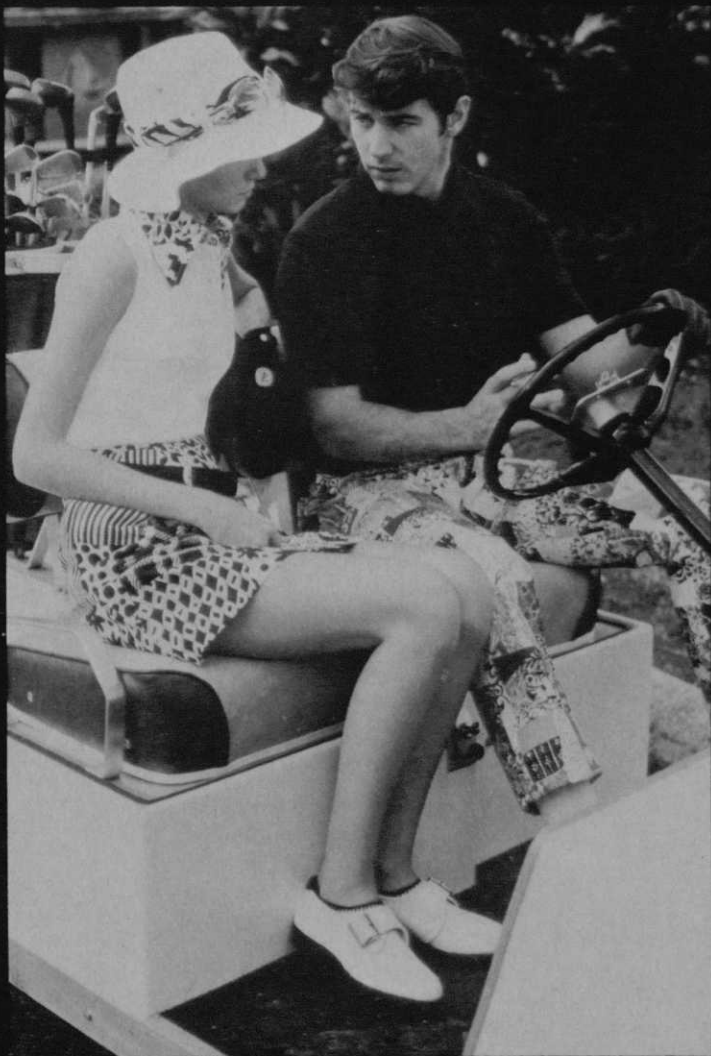


By JEAN CONLON

GOLF and GOLFDOM Fashion Editor

Pro shops providing today's stylish golfer with high fashion sportswear can be sure of heavy sales throughout the coming year. Function takes second place to fashion in the 1970 golfwear game as women golfers drive for the soft, feminine look of new styling and fabrics, while their men partners score in bold, clear patterns and colors. Seen here on GOLFDOM's pages is a selection of the latest golfwear available to the wise pro shop buyer getting ready *now* for future fashion demands.

Opposite page Spring yellow plays softly on a polyester/cotton poplin golf suit with culotte skirt (\$16), zip front jacket (\$16), and a striking yellow and bright blue Antron nylon print V neck pullover (\$10), all from Haymaker. Sports Accessories glove. Below: Patch work prints team up in a Dacron polyester/cotton skirt (\$18) and knit top with matching print collar (\$7.50), both from DiFini. Texace hat. Promark glove. Lady Mulligans shoes. He joins the game in the latest four button placket, terry shirt (\$10) by Izod. International glove.

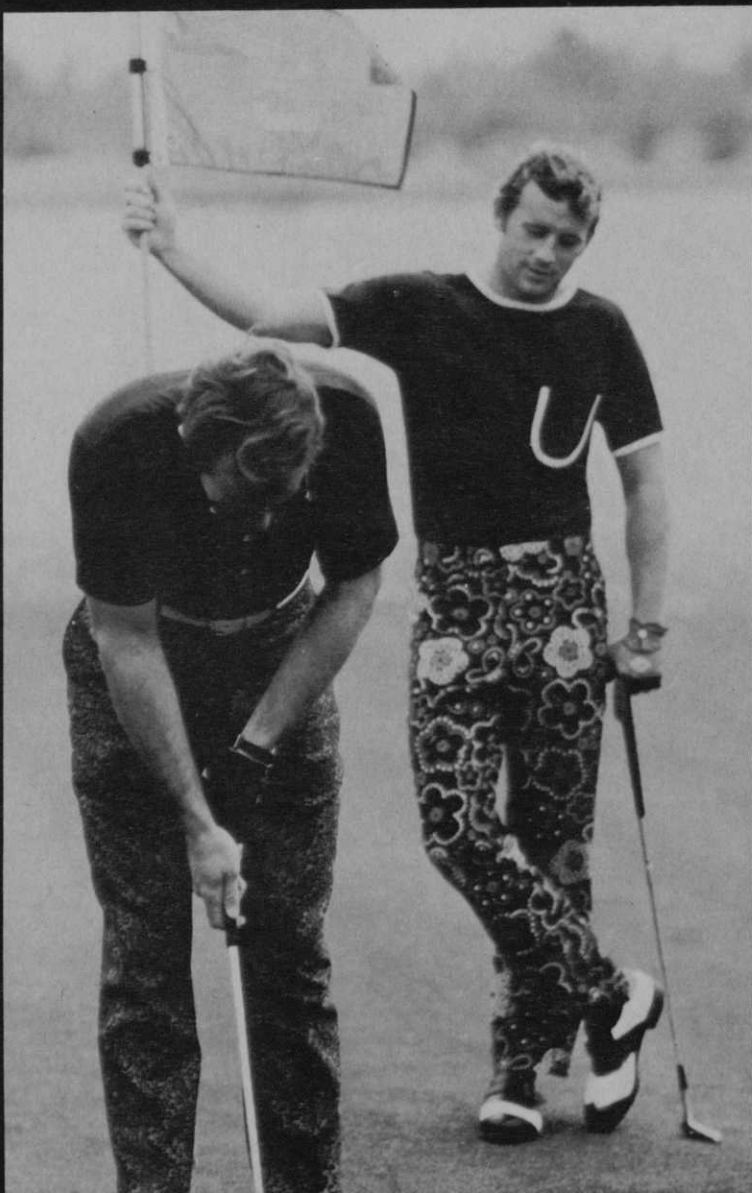


Photographed by Barbara Waterston

IN '70 GOLF WILL BECOME A FASHION SPORT

FASHION FACTS

continued



Opposite: New looks on the links, left, in a softly belted Fortrel polyester/ rayon skirt (\$18) from David Smith and, right, in a free swinging wrap around (\$16) from Etonic. Sun shading hats from Texace.

Above: Putting patterns, left, in wine and navy Arnel/ cotton paisley print, shaped trousers (\$22.50) from Asher topped off with navy cotton placket shirt (\$8) from Jockey Menswear. International golf glove. His partner, right, in bold navy and red floral print slacks (\$16) from Thomson Trousers. Acushnet glove; Etonic shoes.

"Carouche" golf car, both pages, courtesy of Club Car, Inc.

PEOPLE IN THE NEWS

Hagen's national field director and Duvall's assistant for the past three years.

Gardner Dickinson has joined the W.J. Voit Rubber Corp.'s professional golf staff. Voit is a subsidiary of American Machine & Foundry Company.

E.S. Conover resigned as president of Toro Mfg. Corp. Toro's board chairman, **David M. Lilly**, was named to the additional position, a post he had held for 18 years.

Walter C. Braasch has been appointed to the position of quality control manager for General Battery Corp.

William Fawcett has been named director of product and styling for the apparel division of the Charles A. Eaton Company, a manufacturer of golf shoes and golf apparel.

Two corporate appointments were announced for Vista International Corp.: **Robert B. Murray** to the position of president and **Carl P. Webster** to the office of secretary.



The board of directors, Dunlop Tire & Rubber Corp., has elected **Elmer E. Flynn** to the post of vice president - finance and secretary. He has been serving as comptroller since April, 1969. That position has been filled by **Robert E. Mazurek**.

Also elected by the board was **Thomas E. Saylor** to the position of vice president-operations. He previously was controller of inventories and sales operations.

J.R. Duvall, national promotion director for the Walter Hagen Golf Equipment Company, has announced his retirement. Succeding him is **Leo McNamara**,

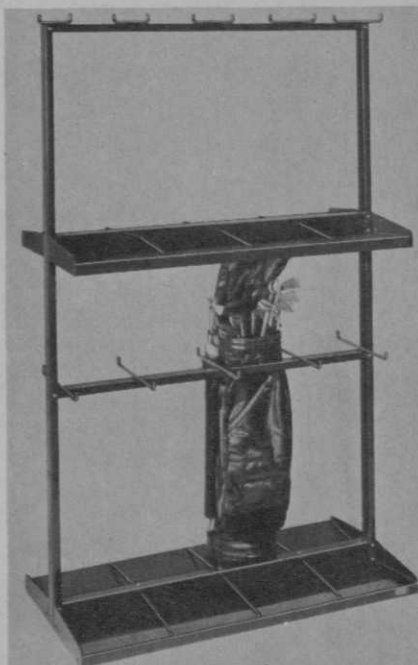


Koegel to merchandise manager, **Robert V. Ladd** to marketing services manager and **Harry J. Osterman** to creative services manager. Victor Golf produces a pro-only line of golf clubs, bags and balls through its PGA division.

Koegel in addition to his duties as national sales manager will be responsible for the development and maintenance of competitive and profitable product lines and coordinate production capabilities with marketing needs. **Ladd** will be responsible for sales promotion, public relations and advertising for all Victor Golf products, including the PGA division. **Osterman** will be responsible for the design of sales promotion, catalog, displays for trade shows and incentive programs for all Victor Golf products, including the PGA division.

Named an agricultural chemical sales representative for TUCO, Division of The Upjohn Company, was **Donald Joseph Maske**.

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LETTERS

continued from page 16

vik re-polished some of their early production and in doing so, some shafts were ground "thin" in the butt end. We made the mistake of not running the repolished shaft through our test procedure. As a result of these human errors, we have experienced breakage in the field of approximately 97 shafts returned broken to date. This figure is out of some 84,000 shafts that we know are in play at this time. This is a product failure ratio of less than one-eighth of one per cent.

This staggers us and is considered a serious product failure by our team. However, it is not an indication of inherent weakness in the shaft. Our stainless steel shafts meet all the physical requirements currently established for golf club shafts.

I believe the stainless steel shaft will play an important part in future golf club design. Stainless steel is a very reliable, tough material. When built into a golf shaft, it produces a dynamic, resilient, lightweight golf shaft.

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James J. Shea
National Golf Professional
Manager
Spalding Sales Corp.
Chicopee, Mass.

Editor's note: This statement on Spalding's stainless steel shafts provides some of the information which was not available last month when we published "The Stainless Steel Dilemma" (GOLFDOM, January, 1970, page 57).

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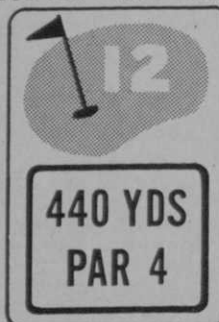
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