

**How many different manufacturer's lines do you carry in the following categories:**

Category	Number of lines	Per cent of total response
Shirts	1	5.3%
	2	27.6%
	3	30.9%
	4	17.0%
	5	8.5%
	6	4.3%
	7	1.6%
	8	2.7%
	9	1.6%
	none	.5%
Men's shoes	1	14.7%
	2	37.1%
	3	27.4%
	4	14.2%
	5	5.1%
	6	.5%
	none	1.0%
Ladies' shoes	1	27.8%
	2	41.7%
	3	16.7%
	4	8.3%
	5	1.6%
	none	3.9%
Gloves	1	7.1%
	2	28.8%
	3	29.9%
	4	20.7%
	5	6.5%
	6	6.5%
	12	.5%
Ladies' shirts, blouses	1	15.6%
	2	32.3%
	3	23.3%

Category	Number of lines	Per cent of total response	
	4	11.4%	
	5	.6%	
	6	1.8%	
	7	1.8%	
	none	12.6%	
	Men's pants	1	23.7%
		2	31.9%
		3	21.9%
		4	8.1%
		Over 5	3.8%
none		10.6%	
Ladies' pants		1	15.4%
	2	26.6%	
	3	23.1%	
	4	10.7%	
	Over 5	4.1%	
	none	20.1%	
	Socks	1	39.2%
2		40.3%	
3		16.0%	
4		2.8%	
Over 5		1.7%	
Clubs		2	1.7%
		3	4.1%
	4	9.9%	
	5	16.9%	
	6	20.3%	
	7	12.2%	
	8	15.1%	
	9	1.7%	
	10	9.9%	
	Over 10	8.2%	
Putters	1	.5%	
	2	3.0%	
	3	9.6%	
	4	12.0%	
	5	10.2%	

Category	Number of lines	Per cent of total response	
	6	24.6%	
	7	8.4%	
	8	7.8%	
	10	11.4%	
	12	5.4%	
	15	6.6%	
	Over 15	.5%	
	Wedges	1	.6%
		2	9.7%
		3	10.9%
4		16.4%	
5		10.9%	
6		22.4%	
7		7.9%	
8		8.5%	
10		7.3%	
12		3.6%	
	14	1.2%	
	16	.6%	
	Balls	4	6.0%
		5	12.7%
		6	18.1%
		7	10.8%
		8	24.7%
		9	4.2%
		10	15.7%
		12	4.2%
15		1.2%	
Over 15		2.4%	
Bags	1	1.7%	
	2	21.8%	
	3	27.4%	
	4	23.5%	
	5	11.1%	
	6	6.1%	
	7	3.4%	
	8	2.8%	
	15	1.1%	
	Over 15	1.1%	

# NEW PRODUCTS



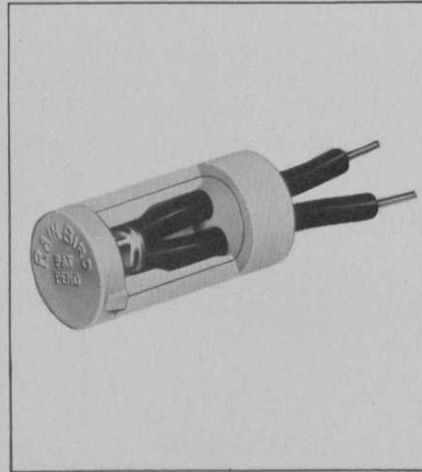
**Miller Golf Company** offers a full-color Tournament Awards and Gift Catalog. The 20-page catalog introduces a new pro shop line of pewter, silver, stainless steel, wood and vinyl tournament awards and gifts for both men and women.

Circle No. 101 on reader service card



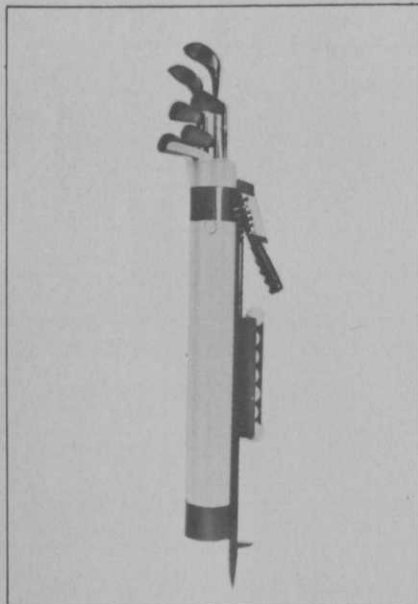
**Golfsonic, Inc.**, has an ultrasonic golf club cleaner. According to the company, Golfsonic's unique process saves 75 per cent of the time normally required to clean and dry a complete set of irons. It also reduces the time consuming method of cleaning golf balls. The device is compact, weighing only 25 pounds, and requires less space than a bucket of water.

Circle No. 103 on reader service card



**Rain Bird Sprinkler Manufacturing Corp.** announces new Pen-Tite Wire Connectors. They are specially designed for automatic sprinkler system installations where underground waterproof connections are required. They prevent water and moisture leakage, thus eliminating burnouts, shorts and voltage from damage.

Circle No. 105 on reader service card



**Jackson Company Mfg.**, announces a new lightweight aluminum golf caddy. The caddy, which is weather resistant, holds eight clubs, score card holder, tees, balls, towel, and comes with a plastic handle.

Circle No. 102 on reader service card



**Ransomes, Sims & Jefferies, Ltd.**, announces a new Pedestrial Flail Mower. The machine has been designed to cut medium sized areas of over-grown grassland or scrub where tractor-operated mowers cannot venture. The flail mower adjusts to heights from one-half inch to four and one-half inches. It will handle tough growth up to 24 inches in height, or lighter undergrowth up to 48 inches in height. A new system of power steering provides effortless maneuverability with minimum operator effort. Ransomes' distributors in the United States are Warrens Turf Nursery.

Circle No. 104 on reader service card

**Flexco of Florida, Inc.**, introduces a new liquid nylon coating material that does not form a hard, brittle film. Web-A-Lon maintains a flexibility to withstand expansion and contraction of most common building materials. It has unusually good bonding capacity and forms a waterproof, reflective shield. It resists discoloration caused by rain, fungus and mildew. It can be used to waterproof masonry walls, re-finish stucco or painted block walls or for patios and roof decks.

Circle No. 106 on reader service card



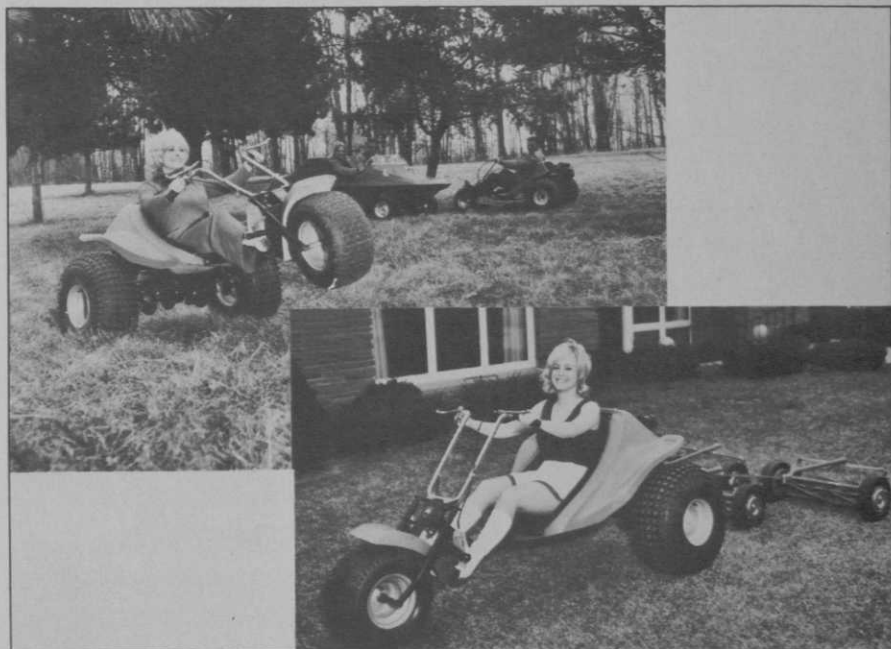
**Enzyme Industries, Inc.**, has put on the market a new liquid product that prevents hard rains from producing puddles by increasing the absorption of soils. The product, called Grozyme, is an enzyme which opens the soil, penetrates below root level and encourages the growth of deeper roots, deeper moisture and fertilization penetration and healthier grass and plant growth. Seed germination is speeded 30 to 50 per cent.

Circle No. 107 on reader service card



**Food Automation Service Techniques, Inc.**, introduces a timer that will always cook food the correct length of time. The Fastimer is a solid-state electronic clock with pre-programmed product keys. This device measures the cooking cycle to an accuracy not available in most mechanical or electric clocks, according to the company.

Circle No. 108 on reader service card



**Alsport, Inc.**, announces a new high-performance three-wheel off road vehicle which can be used for high speed racing or for hitching up gang mowers, lawn rakes or utility carts. Only 34 inches high, the Tri-Sport is built to hug the ground at speeds up to 25 miles per hour. The Tri-Sport features a torque converter for automatic response, individual wheel control differential for light turns, band/drum brakes and low pressure tires.

Circle No. 109 on reader service card



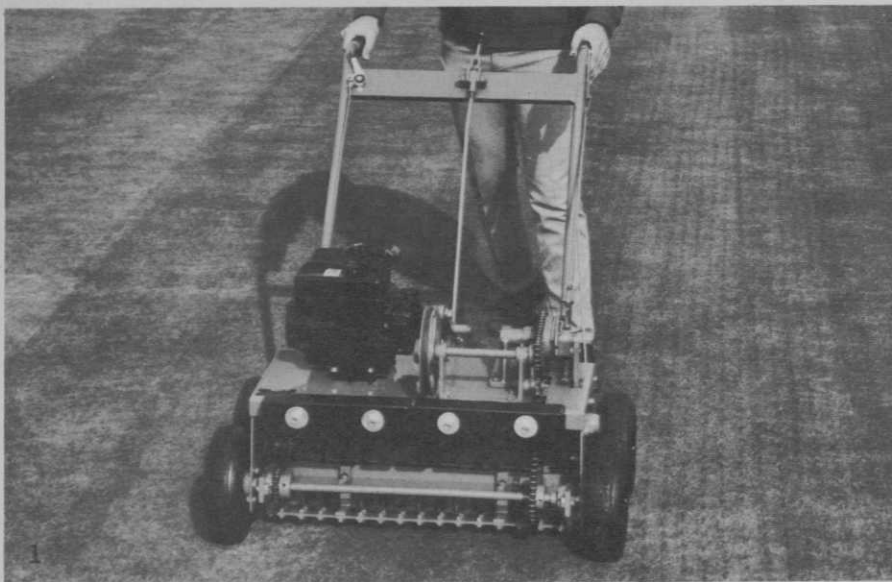
**John Deere** announces a new JD544-A Loader for its 1971 equipment line. The new unit features a 329-cubic-inch diesel rated at 94-net-flywheel horsepower, and a tighter torque converter match which delivers more speed and torque to the wheels. According to the company, the unit can truckload 9 per cent faster and trench 14 per cent faster than the JD544. The loader, which also has special equipment available, is capable of traveling 23 miles per hour. Loading height is 11 feet, two inches. Bucket clearance at a 45-degree dump angle is nine feet. The loader is available in five bucket sizes and types.

Circle No. 110 on reader service card

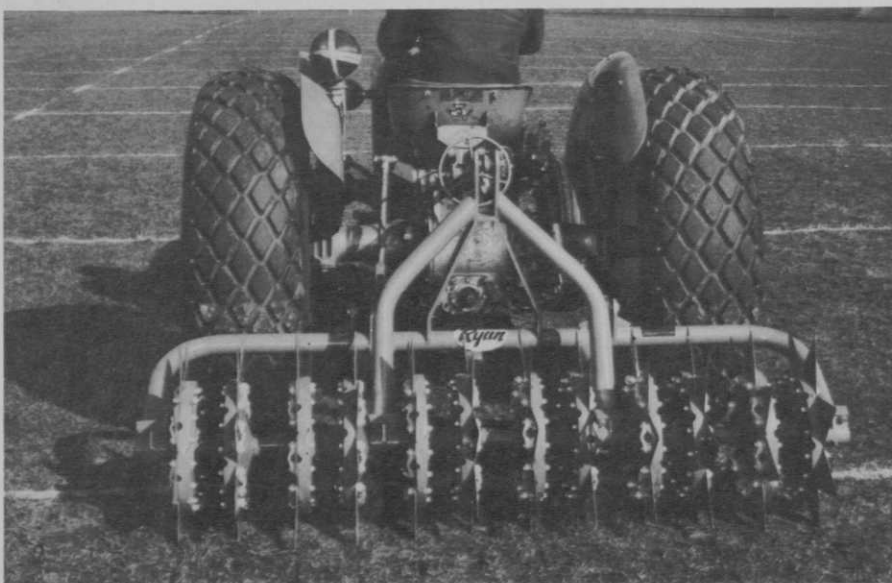
**General Electric Company** makes a garden tractor that can double as a twin-passenger golf car. Accessories for the Elec-Trak are bolted on and can be removed when the tractor is used for lawn care. The all-electric tractor can travel more than two 18-hole rounds on one five-hour recharge. The tractor can also be used for mowing, snow throwing, plowing and tilling.

Circle No. 111 on reader service card





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**National Golf Foundation Western Invitational Seminar for Teachers**, Lake San Marcos Resort, San Marcos, Calif., July 12-16.

**Landscape Architects' Field Day**, Cole Nursery Company, Inc., Circleville, Ohio, August 11.

**NGF Eastern Invitational Seminar for Teachers**, Pine Needles Lodges & CC, Southern Pines, N.C., August 16-20.

**Turfgrass Field Day**, Crop Science Field Laboratory, Michigan State University, East Lansing, Mich., September 9.

**Alabama-Northwest Florida Annual Turfgrass Short Course**, Auburn University, Auburn, Ala., September 19-22.

**Florida Turfgrass Management Conference**, Pier 66, Ft. Lauderdale, Fla., September 19-22.

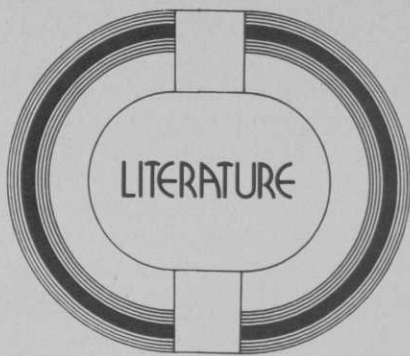
**Midwest Regional Turf Foundation Field Day**, Purdue University, Lafayette, Ind., September 27.

**Wisconsin Golf Turf Symposium**, Sewerage Commission of the City of Milwaukee, Wis., November 4-5.

**Professional Golfers' Assn. Annual Meeting**, Colonnades Beach Hotel, Palm Beach Shores, Fla., November 11-14.

**Northeastern Weed Science Society 26th Annual Meeting**, Hotel Commodore, New York, N.Y., January 5-7, 1972.

**Golf Course Superintendents Assn. of America Annual Conference**, Netherland-Hilton Hotel, Cincinnati, Ohio, February 13-18, 1972.



*Golf Is a Woman's Game*  
By Sharron Moran  
Hawthorn Books, Inc.  
New York, N.Y. \$5.95

Just when the LPGA is making great strides to improve its image, it is sad that one of their own has had to resort to the world of childish gimmicks to attract an audience. From her title we conclude that Miss Moran feels that women and golf are compatible. And they are. But it is doubtful that most women are hung up on such fads as owning multicolored golf clubs that can match every outfit.

As for her instruction, Miss Moran doesn't rate much better. You can't place a bunch of pictures in front of a beginner, or for that matter an expert, and expect her to master the technique without adequate explanations describing how each position is reached. Her approach to teaching is backwards. Since when does an instructor introduce a beginner to the game with a driver? It would make more sense to start a beginner off the tee with a seven or an eight-iron, enabling her to get a more natural and unrestrained feel for the club. And more important, she would gain the self-confidence, which is vital if she is to get the ball into the air.

Despite the lack of continuity and the textbook approach, Miss Moran does give some good advice on clothes, shoes, hair and skin care. It's only too bad that she chose to write an anachronism by approaching her subject strictly on appearances rather than enjoyment of golf for golf's sake. For a professional who lives off the game, she projects none of the empathy or genuine love that one in her position should embody. Furthermore, she does not convince us that golf is a woman's game at a time when the women should be on the golf course complementing their peers, not antagonizing them with cutesy fads.

—Ann Heavner

**LAW**  
continued from page 28

The *Irviss* court, however, takes a larger step and requires that the state take positive action in its licensing policies, which will require the club on pain of loss of its license, to cease discrimination.

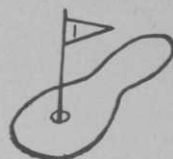
Over many years of history, the Supreme Court has never held constitutional rights to be absolute: Human sacrifice, even if condoned by religion is still murder; polygamy, even if required by religion, is still a crime. The extent to which one may exercise a right is limited when it comes into conflict with the rights of others or with the good of society.

The right of association, then, must be limited just as other rights are limited. It must not be exercisable to the harm of others or to the detriment of society as a whole. Here, then, lies the real issue. Here is the problem which must be faced by the courts and by the legislatures. How is such a determination to be made? What are the steps to be used? What resolution is proper? These are all questions that the courts must eventually answer. Procedurally, the Supreme Court has available to it several avenues to avoid resolution of any or all of these questions. It may well be that no resolution of these problems will result from the *Irviss* litigation. Yet, eventually, the courts must come to grips with the heart of the problem and solve these difficult questions.

Both members of clubs and those excluded from clubs have a right to see a resolution to all of these issues come from the law. Perhaps the facts in *Irviss* do not present the issues with sufficient clarity for a Supreme Court determination. If a new case with a more direct presentation is required by the Court, it will not have long to wait. The number and vigor of attacks, direct and indirect, are increasing. □

**Former GCSAA president dies**

**Norman W. Kramer**, who had been superintendent of the Point O'Woods G & CC, Benton Harbor, Mich., since 1959, died last month of a heart attack at age 44. He had just completed a one-year tenure as president of the Golf Course Superintendents Assn. of America.



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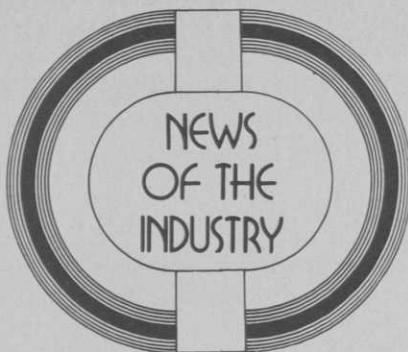
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### Bert Dargie is dead at 79

Long-time Scottish club maker **Bert Dargie**, who specialized in custom made woods and putters, is dead at age 79. Born on May 22, 1892, he died on May 30.

He began his career as a club maker in 1908 in St. Andrews, Scotland. He also served as a professional at golf courses in Montreal and North Carolina in the 1920s. He moved to Memphis in 1927 and went into manufacturing, establishing the Bert Dargie Golf Company.

A.H. "Scotty" Dargie, Bert's son and a club maker since 1927, says the company will continue to manufacture woods (one through 15) and the Won-Putt and Pro's Own putters.

### Etonic to sponsor country club championship

The **Charles A. Eaton Company**, manufacturer of Etonic golf shoes and golf sportswear, has announced sponsorship of the Country Club Championship of America. This program golf tournament will be held on four of the top courses in Savannah, Ga., during the week of September 12. Country club professionals who have not made the cut in more than three Professional Golfers' Assn. tournaments will be eligible to play with three amateur partners. Prize money totals \$35,000. The tournament is for the benefit of the Savannah Jaycees. Information concerning the tournament can be obtained by writing to: Country Club Championship of America, 2655 East Oakland Park Boulevard, Ft. Lauderdale, Fla. 33306.

### PGA Merchandise Show to be closed to public

The **Professional Golfers' Assn.** has announced that the 1972 Florida

PGA Merchandise Show will be closed to the general public. In returning to the "trade show" tradition, the PGA will also tighten requirements for guest attendance at the show. Next year's show hopes to attract more buyers. In 1971, of the 465 guest badges issued, 330 were requested by exhibitors.

There will not be a West Coast PGA show this year. There is a possibility, however, that a sectional show will still be held in Southern California.

### LPGA goes to school

It appears that the February, Port St. Lucie meeting between Professional Golfers' Assn. president **Warren Orlick** and the **Ladies Professional Golf Assn.** is reaping results. In February Orlick said that a sincere effort should be made to bring the two tours closer together. Although no formal arrangements have been made and procedural discussions are still under way, the PGA has agreed to make its business school facilities available to the women.

It is well known that the women have found it increasingly difficult to compete with their male counterparts, particularly in the area of the club professional. The women simply don't have the financial means to provide an educational program that would place them on a par with men when applying for head professional positions. With the emphasis being placed more and more on the business aspects of the sport, the women have been completely left out. Under the present arrangements, however, the PGA has agreed to let the women attend its teaching and business classes.

### New sport PR firm organized

**Public Relations Sports Network**, a new firm specializing in sport public relations, has opened its headquarters in Chicago, according to Burt Zollo, president. PRSN consists of 160 independent public relations agencies, located in major United States and overseas markets, experienced in sports promotion. The new company is a division of Public Relations Network International.



"PRSN has been formed to meet the needs of companies that manufacture sporting goods, non-sporting goods firms engaged in sports promotion, athletic teams and organizations and individual athletes," Zollo says.

#### Victor sales, earnings decline

Sales and earnings of **Victor Comp-tometer Corp.** for the first quarter of 1971 were below the level attained during the same period last year, according to A.C. Buehler, chairman.

For the three-month period this year, sales were down nearly \$3 million and earnings almost \$600,000 from 1970.

Buehler cited start-up costs incurred in establishing the company's Computer Division as the reason for the decline. "It is hoped this division will reach a break-even basis before the end of the year," he said.

The Recreation Products Group, which includes Victor Golf Company, was above the sales and earnings level attained in the first quarter of 1970.

Net sales for the first quarter in 1971 totaled \$36,829,068, compared to \$39,629,907 during the same period last year. Net earnings for the period ending March 31, 1971, was \$404,692, compared to \$1,000,974 for the same period in 1970.

#### New ratings for golf car batteries

Electric golf cars are now being powered by batteries identified as 75-, 88- or 106-minute batteries, instead of the old rating of 180-, 195- or 220-ampere-hour batteries. The new rating system was adopted by the **American Golf Car Manufacturers' Assn.** and the **Battery Council International.**

According to Robert Balfour, vice president of marketing and sales for Club Car, Inc., the 75-minute battery is the equivalent of the old 180-amp battery; the 88-minute battery is equal to a 195-amp battery, and the 106-minute battery replaces what was formerly known as the 220-amp battery.

The new rating system is designed to give golf course personnel a better understanding of the service they can expect from the batteries being

used in their electric golf cars.

It has been reported in several areas that golf course superintendents are unknowingly evaluating electric golf cars containing six of the more expensive 106-minute (220 amp) batteries and then getting only 75-minute (180 amp) batteries in the golf cars when they are delivered. This is reportedly being done by some golf car salesmen to circumvent the lighter weight of other golf cars and make it appear on testing that their golf car can obtain the necessary distance (minimum two rounds) between battery charges without deep-cycling the batteries.

Unfortunately, the amperage or rating in minutes is not identified on many batteries. Some of the 88-minute and higher priced 106-minute batteries are packaged in a casing of exactly the same dimensions.

According to Balfour, the only sure way to tell the difference is to weigh the batteries. Both 88- and 106-minute batteries contain 19 plates per cell (57 plates), but the 88-minute battery weighs 59.8 pounds and the 106-minute battery weighs 65.1 pounds.

Balfour reminds superintendents to make certain all golf car salesman identify what amperage batteries are in the demonstrator golf cars, what amperage their golf car pulls on a level grass surface with an average 360 pounds of passenger weight, and then ask for a guarantee that the test golf car contains the same amperage batteries you expect to pay for and receive when the golf cars are delivered.

The golf course superintendent having a sizable golf car fleet would find it will pay excellent dividends to own a good ammeter (an instrument for measuring electric current in volume) as well as a sensitive voltmeter. With these two pieces of equipment, each golf car being considered can be tested for power consumption. Providing you water, charge and care for your batteries properly, this equipment should enable the superintendent to predict how many rounds of golf the golf car will give each day before having to deep-cycle the batteries; how many months of service one can expect from the batteries, and approximately what the electrical costs will be for charging the batteries.

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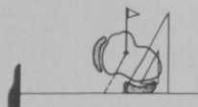
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## School Mates



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**Edward Lyon**, executive director of the Club Managers Assn. of America for the past 14 years, resigned effective May 20th. Official acceptance of the resignation was unanimous by the board of directors at a special meeting held in Chicago. According to the association, the decision was made in recognition of differences which have existed over many months. Lyon will serve the association as a consultant for the next 12 months and was elected to honorary membership in CMAA.

A selection committee has been formed to find a replacement. During the interim the office will function under a management committee made up of department managers.

**Charles F. Hagemeyer** has been named director of manufacturing for Atlanta-based Fernquest and Johnson Golf Company, a subsidiary of Fuqua Industries, Inc. For the past three years, Hagemeyer was vice president of manufacturing and director of operations of the Professional Golf Company of Chattanooga, Tenn.

**David W. Good** has been promoted to the position of director of marketing of the Moist O'Matic Div., Riverside, Calif., of Toro Mfg. Corp. in Minneapolis.

Coinciding with the move, the responsibilities for market research, which had been in the department of corporate development, have been reassigned to the various divisions. **Robert St. Germain** market research analyst, has been shifted to the Consumer Products Div. and **Craig Tanner**, also a market research analyst, has been assigned to the Turf Products Div. as a market manager.

**Normand R. Demers** has become senior vice president of the Charles A. Eaton Company, Brockton, Mass., makers of Etonic golf shoes.

**Richard Tarlow** has been elected president of Brockton Footwear of Brockton, Mass., makers of Foot-Joy golf and street shoes.

In a major departure from the 114-year tradition of not using officer titles, Brockton's board of directors recently decided to designate formal officer titles. The men elected have been with the company for some time and their new titles do not reflect any change in their duties and responsibilities. In addition to Tarlow, they are **Benjamin Stone**, elected chairman of the board; **William Tarlow**, executive vice president; **Peter Arthur**, vice president, manufacturing; **Arthur M. Bell**, vice president, Golf Professional Div.; **Stanley Farr**, vice president, purchasing; **Howard Heller**, vice president, stock department; **James Petcoff**, vice president, dealer sales; **George Wilson**, treasurer, and **Raymond J. Szpala**, assistant treasurer.

**Herbert J. Blechner** has been appointed southeast regional sales manager for Mr. Wrangler sports-wear, a new position.

**Don Carothers** has been appointed distributor marketing representative for the western sales area of Simplicity Mfg. Company. His area includes California, Oregon, Washington, Idaho, Montana, Utah, Arizona and New Mexico.

**Robert W. Gibson**, chairman of the executive committee of Toro Mfg. Corp., has been elected chairman of the board of directors of the G.T. Schjeldahl Company, a manufacturer of packaging machinery and ancillary equipment.

**Charles E. Connelly** has been promoted to the post of district sales manager of Flintkote Company's Pipe Products Group. He will be responsible for sales and service on Orangeburg Fibre Pipe and Orangeburg SP Polyethylene Pipe and Tubing in Ohio, western Pennsylvania, eastern Indiana, Michigan and western New York.

**Larry O'Neal** has resigned his position with E-Z-Go Div., Textron Corp. to become sales manager of Club Car, Inc.

## JOBS OPEN

**TOP PRO SHOP REPS WANTED** for well-established men's and women's lines. Liberal commission. These territories only: 1. Metropolitan New York, including Fairfield County, Conn., and Northern New Jersey; 2. Missouri, Kansas, Nebraska, Iowa. Reply to Box 703, c/o GOLFDOM.

**WRITER/EDITOR** for leading golf apparel distributor headquartered in Miami, Fla., area. Position includes responsibility for the firm's monthly newsletter to the pro shop market, special writing assignments for golf industry publications and some news releases. Also, eventual responsibility for preparation of direct mail catalogs. Applicants should have interest in golf and merchandising, as well as writing experience. Knowledge of catalog work desirable. Must be willing and able to re-locate, with little trouble. Salary: \$10,000 per year range. Please send resumes to Mr. Ernie Sabayrac, Ernie Sabayrac, Inc., P.O. Drawer A, Miami Springs, Fla. 33166.

**EXPERIENCED GREENS SUPERINTENDENT** for 18 hole private club, North Jersey area. Year round position for capable man. Write Box 704, c/o GOLFDOM.

**EXPERIENCED SALES REPS WANTED.** Unique line Ladies Soft Goods Golf and Tennis. Many territories open. Write giving full details: Midwest Sales Manager, P.O. Box 84, Liberty, Indiana 47353.

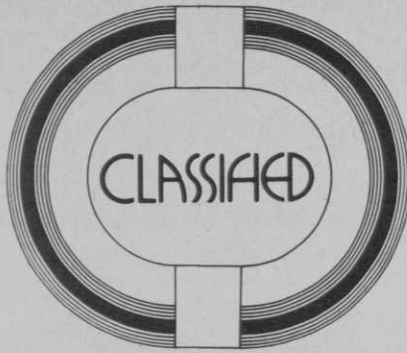
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**GOLF CENTER FOR SALE. LOCATED ROME, NEW YORK. PAR 3—LIGHTED RANGE—LIGHTED MINIATURE. INCLUDES ACREAGE AND ALL EQUIPPED. PRESENTLY OWNED ALSO OPERATED SUCCESSFULLY BY P.G.A. PROFESSIONAL AND WIFE. WRITE BOX 706, c/o GOLFDOM.**

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**TRAIN FOR A REWARDING CAREER AS A GOLF COURSE SUPERINTENDENT.** Two-year technical program with required summer work-study. Write for brochures. IAA, University of Maryland, College Park, Maryland 20740.

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