

electra72 challenges the field....

Electra 72 has a greater range than any other golf car in the U.S.

Need proof?

Electra 72 challenges any make to a race around any course in the country.

In fact, it will take on all 12 leading makes at once!

When the others have died somewhere between the 18th and 54th hole, Electra 72 will still be going strong.

Then, with a quick 45-minute charge stop, it will be back on the green for another 54 to 72 holes while the others will be out of commission for 8 hours.

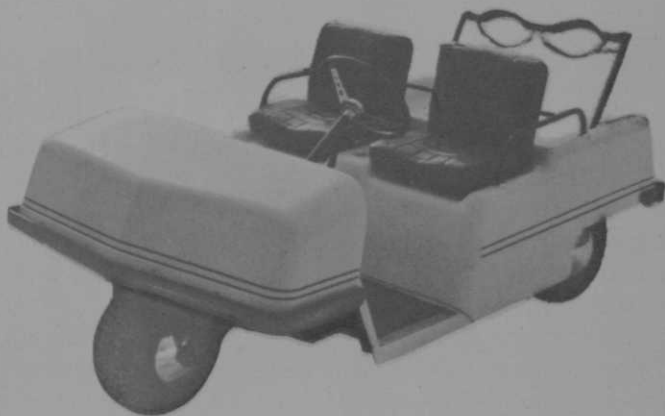
The secret?

Electra 72 is the only golf car with the tri-polar, lead-cobalt battery that beat all comers at the 1971 Intercontinental Clean Air Car Race.

For complete details, contact:



electric fuel propulsion inc. 366w. 8mile rd. detroit mich. 48220



*4-wheel model also available

**Convertible to 4-passenger personnel carrier

KEEPS GOING AND GOING
AND GOING AND GOING
AND GOING AND GOING
AND GOING AND GOING
AND GOING AND GOING
AND GOING AND GOING
AND GOING AND GOING



ALL DAY LONG

(without deep-cycling batteries)

CAROCHE is much *lighter* than any other three- or four-wheel electric golf car on the market, yet it gives you the safety and stability of a four-wheeler. Our lighter car adds muscle to the batteries and, *unless you own a battery company, you simply can't afford a heavy car.* Want to save \$762.08 per golf car over a four-year period on replace-

ment batteries and electricity alone? Write us. We'll document it. In addition, we can give you names of *northern courses averaging \$2,000 or southern courses averaging \$2,600 rental income per CAROCHE per year.* How does this compare with the golf car rental income at your course?

We'd like a CAROCHE Demonstration.

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CLUB _____

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Limited Number of Dealerships Available...

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Caroche

What a golf car should be.

Introducing the Dawn to Dusk Battery.



The amazing new battery for golf cars from Exide and Willard. Delivers 41% more running time between charges.

No golf car battery made can compare with this revolutionary new power source made only by Exide and Willard. It's rated at 106 minutes of continuous running power, or 41% more than standard* golf car batteries.

That's enough power to let your golf cars run from sun-up to sundown after overnight recharging.

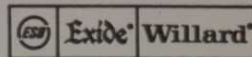
What's more, the new one piece cover and quarter-turn vent caps save battery maintenance and inspection time.

Any way you look at it, Exide's and Willard's exclusive, new polypropylene EV-106 battery could mean more money and less aggravation for your course beginning this year.

Call your nearest Exide or Willard distributor before you buy batteries this season. He'll be glad to give you all the specifications on Exide's and Willard's new line of polypropylene batteries for golf cars, including the new EV-88.

If you'd like information on

becoming an Exide or Willard distributor, call Roger Cansler in our Cleveland office at 216-861-7100, collect.



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A Subsidiary of ESB Incorporated
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Please send me your free "Battery Maintenance" manual and wall chart.
Name _____
Golf Course _____
Address _____
City _____
State _____ Zip _____

*The standard golf car battery is rated at 75 minutes continuous running power by the American Golf Car Association and Battery Council International.

For more information circle number 202 on card

PROFESSIONALS

*... made slight gains this year.
The largest were made in small purchase items*

Pro shop sales made only a slight recovery from the 1970 slump. The national gross dollar volume rose 8.4 per cent from \$201.8 million in 1970 to \$218.7 million in 1971. With only three exceptions, sales in each specific product category showed some improvement.

Among the sales declines, golf balls dropped 4.8 per cent to \$43.4 million, but remained the unquestionable leader, accounting for almost 20 per cent of total pro shop sales. Sales of woods fell 6 per cent to \$20.2 million and dropped one notch to fifth place in terms of its contribution to total pro shop sales.

Men's apparel moved up to the fourth spot (\$25.6 million) behind women's apparel, irons and golf balls, in that order up the scale. The professional put his best merchandising foot forward in the apparel categories. Along with a 21.9 per cent gain in sales of men's apparel, there was a 20.3 per cent increase in the dollar volume for women's apparel, bringing it to more than \$26 million. And the golf shoe category, which straddles the apparel and equipment areas, accelerated its growth rate, climbing more than 21 per cent to \$16.1 million. These figures show that professionals are coming into their own as apparel merchandisers.

The declines in sales of woods and utility clubs were offset by a slight increase in irons and a heftier one in putter sales. Therefore, sales of the four golf club categories combined only dropped slightly, from \$62.7 million in 1970 to \$62.5 million in 1971.

In taking a comparative look at equipment sales versus apparel sales, there was evidence of what many professionals concluded in an informal survey last summer: Economic conditions were such that it was not too difficult to move small purchase items, but it was tough to sell major items.

In the golf club categories, lightweight steel shafted clubs took the majority of sales. Over-all, they accounted for 67.5 per cent of the golf club sales in 1971, as compared to 43.8 per cent in 1970. This increase, of course, took a good bite out of sales in the other two major materials categories, particularly aluminum. Aluminum shafted clubs accounted for only 11.5 per cent of 1971 sales versus 34.4 per cent in 1970, and conventional steel accounted for 17.1 per cent of the sales versus 19.2 per cent in 1970.

Professionals' income from golf lessons made a modest gain, but did not approach the 1969 level. Over-all, revenues from golf lessons increased 8.9 per cent in 1971 to \$13.5 million.

The slight gains in most revenue areas created some upward mobility in professionals' net incomes. For instance, the percentages of those who indicated net incomes of under \$5,000 dropped from 18 per cent in 1970 to 13.3 per cent in 1971, and those who fell in the \$5,001 to \$7,500 bracket dropped from 12.2 per cent to 10.5 per cent. Many of these professionals apparently moved into the \$7,501 to \$10,000 range, which claimed 24.4 per cent of the respondents as opposed to 13.7 per cent in 1970. □

PROFESSIONALS' TABLES AND GRAPHS

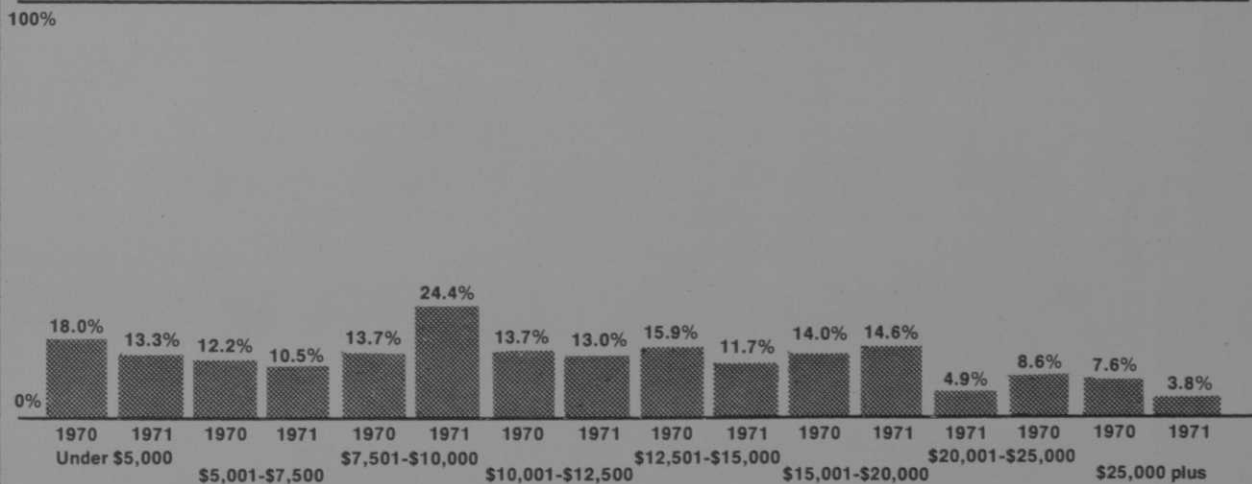
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National grand totals	73

ESTIMATE OF NET PRO INCOME* (per cent of responses in each course type)

Salary ranges	Private		Semi-private		Hotel/Resort		Public	
	1970	1971	1970	1971	1970	1971	1970	1971
Under \$5,000	13.3%	8.7%	21.7%	15.2%	26.1%	16.7%	33.3%	33.3%
\$5,001-\$7,500	11.6%	8.7%	10.8%	12.0%	13.0%	8.3%	33.3%	18.5%
\$7,501-\$10,000	12.7%	21.5%	17.5%	32.6%	4.3%	25.0%	8.4%	14.8%
\$10,001-\$12,500	11.6%	13.4%	15.8%	14.1%	21.7%	12.5%	8.4%	7.4%
\$12,501-\$15,000	19.1%	15.1%	12.5%	7.6%	17.5%	8.3%	—**	7.4%
\$15,001-\$20,000	17.9%	16.9%	10.0%	10.9%	4.3%	16.7%	16.6%	11.1%
\$20,001-\$25,000	5.8%	11.0%	4.2%	5.4%	4.3%	8.3%	—**	3.7%
\$25,000 plus	8.0%	4.7%	7.5%	2.2%	8.8%	4.2%	—**	3.7%

* After cost, payroll and other operational expenses ** No response in these categories

PRO NET INCOME (per cent of response, all course types combined)



Notes: This golf professional study does not include non-regulation facilities (par-three, executive, etc.) because the number of such facilities with complete pro shop operations, handling all categories of merchandise and carrying out all functions covered here, are few. Therefore, when the article refers to pro shops at United States golf facilities, it should be understood that we mean pro shops at regulation golf facilities only.

The term golf facility refers to an entire golf establishment. Therefore, a club with two or more courses is considered to be one golf facility, because the courses are under the same management and share the same pro shop, clubhouse and other

club facilities.

Not all regulation golf facilities have pro shops. Based on its own figures and those of the major golf equipment manufacturers, GOLFDOM estimates that there are more than 8,200 pro shops at regulation golf facilities. This figure, for purposes of giving national totals, has been broken down by type of course as follows: private club pro shops; semi-private club pro shops; hotel/resort course pro shops, and public course pro shops.

For purposes of the survey, GOLFDOM has defined semi-private as a private, daily fee facility; hotel/resort as a facility owned and operated by a hotel or resort, and public as a municipal course or

any other facility that does not represent private interests.

In some cases averages for 1970 and 1971 are the same, but national projections are different. This is indicative of the growth in the number of golf facilities.

Figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with the national grand totals, because these are the sums of the unrounded figures.

(Continued on page 68)



Why buy a matched set?

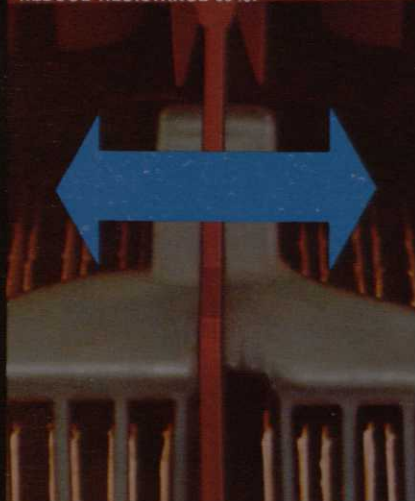
For better performance, of course.

That is exactly what we had in mind when we designed a golf car charger to match our powerful Power Breed Electric Vehicle batteries. And being battery makers first, we matched our charger to the batteries' needs, not vice-versa.

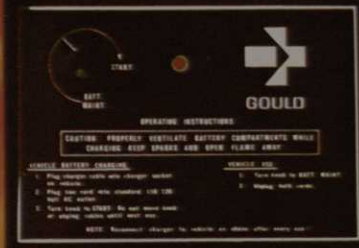
For instance, a battery's age

and temperature make certain demands on a charger. A factor we've considered with our *unique limited finish current* charger design. (Be glad to tell you more if you'll write.) Our controlled overcharge feature prevents excessive water consumption, yet always insures fully charged batteries. Wide ranges of temperature variations offer no problem because

HI-TORQUE® INTERCELL CONNECTORS
 SHORTEN POWER PATH 35% —
 REDUCE RESISTANCE 65%.



LIGHTWEIGHT! SAVES YOU 42 POUNDS
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MOST ADVANCED, AUTOMATED PRODUCTION/TESTING LINE FOR PLASTIC BATTERIES IN THE INDUSTRY.



of the designed-in temperature compensation feature. The simple on/off control starts the recharge cycle between rounds, and automatically maintains a full battery charge during storage periods, eliminating damaging battery sulfation.

We built the Power Breed Electric Vehicle battery to be the powerful endurance type battery modern

golf car use and abuse demands. Now, we offer the charger to match. Wouldn't it make sense to know what this matched set can do for you in terms of better, longer-lasting performance and reduced maintenance? Write GOULD INC., Sales Department, Automotive Battery Division, Post Office Box 3140, St. Paul, Minnesota 55165.

GROSS PRO SHOP SALES

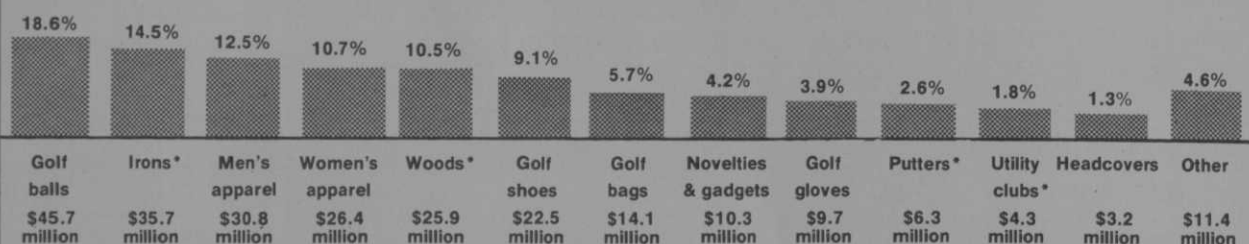
Type of course	Irons		Woods		Putters	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1969	\$5,700	\$18.3 million	\$4,000	\$12.8 million	\$930	\$3 million
1970	\$4,900	\$16.7 million	\$3,300	\$11.1 million	\$650	\$2.2 million
1971	\$4,100	\$14.7 million	\$2,800	\$9.9 million	\$750	\$2.6 million
Semi-private						
1969	\$3,700	\$8.9 million	\$3,300	\$7.9 million	\$810	\$1.9 million
1970	\$3,600	\$8.8 million	\$2,000	\$4.9 million	\$500	\$1.2 million
1971	\$4,600	\$11.9 million	\$2,400	\$6.2 million	\$690	\$1.8 million
Hotel/Resort						
1969	\$2,100	\$851,000	\$2,700	\$1.1 million	\$340	\$134,800
1970	\$1,800	\$732,800	\$1,200	\$461,600	\$530	\$213,200
1971	\$1,900	\$796,600	\$1,100	\$446,900	\$690	\$282,900
Public						
1969	\$4,600	\$7.7 million	\$2,500	\$4.2 million	\$710	\$1.2 million
1970	\$4,100	\$6.9 million	\$2,900	\$5 million	\$590	\$1 million
1971	\$3,800	\$6.6 million	\$2,100	\$3.7 million	\$510	\$887,300
Type of course	Golf shoes		Men's apparel		Women's apparel	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1969	\$2,600	\$8.4 million	\$4,800	\$15.4 million	\$5,600	\$17.9 million
1970	\$1,900	\$6.4 million	\$4,000	\$13.6 million	\$4,000	\$13.6 million
1971	\$2,100	\$7.5 million	\$4,500	\$15.6 million	\$4,000	\$14 million
Semi-private						
1969	\$4,700	\$11.4 million	\$4,900	\$11.7 million	\$2,600	\$6.1 million
1970	\$1,100	\$2.6 million	\$1,600	\$4 million	\$2,000	\$4.8 million
1971	\$2,400	\$6.2 million	\$2,000	\$5.2 million	\$2,800	\$7.2 million
Hotel/Resort						
1969	\$2,700	\$1.1 million	\$5,400	\$2.1 million	\$3,700	\$1.5 million
1970	\$1,300	\$509,200	\$5,900	\$2.4 million	\$6,700	\$2.7 million
1971	\$1,400	\$560,500	\$7,300	\$3 million	\$8,100	\$3.3 million
Public						
1969	\$980	\$1.6 million	\$910	\$1.5 million	\$520	\$870,700
1970	\$2,200	\$3.8 million	\$610	\$1 million	\$320	\$536,300
1971	\$1,100	\$1.8 million	\$1,100	\$1.8 million	\$890	\$1.5 million

Utility clubs		Bags		Headcovers		Golf balls	
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
\$680	\$2.2 million	\$2,300	\$7.5 million	\$430	\$1.4 million	\$6,800	\$22.1 million
\$470	\$1.6 million	\$1,500	\$5 million	\$360	\$1.2 million	\$6,500	\$22.2 million
\$360	\$1.3 million	\$1,600	\$5.7 million	\$410	\$1.4 million	\$5,500	\$19.1 million
\$710	\$1.7 million	\$1,900	\$4.6 million	\$580	\$1.4 million	\$6,000	\$14.4 million
\$330	\$808,300	\$1,000	\$2.6 million	\$210	\$517,300	\$4,600	\$11.4 million
\$400	\$1 million	\$1,200	\$3 million	\$260	\$673,100	\$5,500	\$14.2 million
\$210	\$85,600	\$550	\$221,200	\$220	\$86,000	\$3,800	\$1.5 million
\$190	\$74,000	\$600	\$241,600	\$160	\$65,600	\$7,700	\$3.1 million
\$280	\$114,800	\$610	\$250,100	\$180	\$73,800	\$5,800	\$2.4 million
\$220	\$363,600	\$1,100	\$1.8 million	\$220	\$358,600	\$4,600	\$7.7 million
\$490	\$823,000	\$1,000	\$1.8 million	\$260	\$448,000	\$5,200	\$8.9 million
\$360	\$620,400	\$1,200	\$2 million	\$320	\$549,400	\$4,500	\$7.7 million
Golf gloves		Novelties & Gadgets		Other			
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals		
\$1,500	\$4.8 million	\$1,400	\$4.5 million	\$2,300	\$7.4 million		
\$1,600	\$5.5 million	\$600	\$2 million	\$2,300	\$7.7 million		
\$1,600	\$5.7 million	\$570	\$2 million	\$3,500	\$12.3 million		
\$940	\$2.3 million	\$1,900	\$4.5 million	\$660	\$1.6 million		
\$1,100	\$2.8 million	\$300	\$746,100	\$860	\$2.1 million		
\$1,300	\$3.5 million	\$420	\$1.1 million	\$700	\$1.8 million		
\$2,300	\$914,000	\$1,100	\$444,400	\$4,000	\$1.6 million		
\$1,800	\$731,600	\$320	\$126,400	\$610	\$243,200		
\$1,400	\$581,400	\$380	\$155,800	\$610	\$250,500		
\$1,000	\$1.7 million	\$540	\$894,000	\$490	\$815,700		
\$1,400	\$2.4 million	\$300	\$500,600	\$480	\$806,100		
\$1,200	\$2.1 million	\$420	\$727,900	\$690	\$1.2 million		

(Continued)

GROSS PRO SHOP SALES 1969 NATIONAL GRAND TOTALS

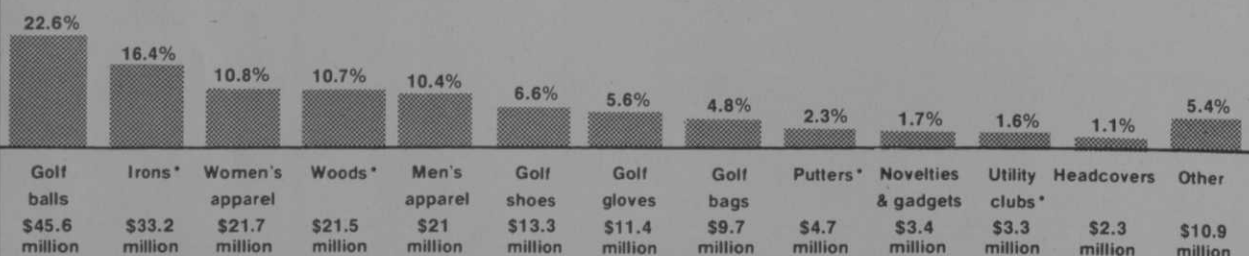
100% = \$246.4 million (up 24.4% from 1968)



*Sales of the four golf club categories combined totaled \$72.2 million and constituted 29.3% of total pro shop sales.

GROSS PRO SHOP SALES 1970 NATIONAL GRAND TOTALS

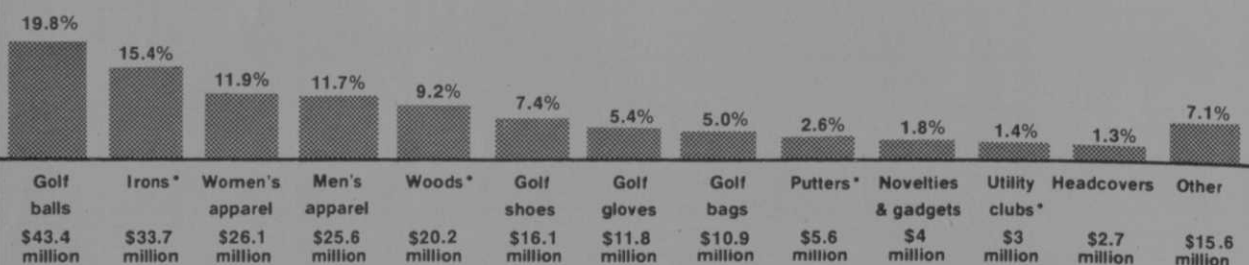
100% = \$201.8 million (down 18.1% from 1969)



*Sales of the four golf club categories totaled \$62.7 million and constituted 31.7% of total pro shop sales.

GROSS PRO SHOP SALES 1971 NATIONAL GRAND TOTALS

100% = 218.7 million (up 8.4% from 1970)



*Sales of the four golf club categories combined totaled \$62.5 million and constituted 28.6% of total pro shop sales.