

NEWS OF THE INDUSTRY

A NEW TWIST IN GRAPHITE SHAFTS

PLAINFIELD, N. J.—Although the “jury” was still out at press time, many members of the golf industry were confident that the USGA’s verdict on graphite shafts would be favorable. Further evidence of this confidence was the entrance of yet another manufacturer to the growing number of graphite shaft producers.

The new shaft is Graftek, manufactured by Composite Materials Division of Exxon Enterprises, Inc., Plainfield, N. J.

Marketing Director, Joel Fuerst, stressed that better dynamic performance due to flex and twist harmony was the company’s uppermost consideration in designing the new graphite shaft.

Some graphite shafts have little or no twist, according to Fuerst, but suffer from inadequate flex as a result. “Others flex fine, but have too much twist, making them difficult to control,” he stated.

The company says its objective has been to produce a shaft that flexes well but with enough twist resistance to stabilize the clubhead. The radial twist is maintained higher than with the steel shaft to make full use of the graphite properties, but the twist is progressively reduced to maintain clubhead stability at impact.

To the questions on the relative swing weights and flexes—steel to graphite, Fuerst answered: “We’ve found that you should swing one stronger shaft in our Graftek shafts than you do in steel. If you swing an S (stiff) shaft in steel, you should go to an X (very stiff) shaft in our graphite line. Also, to compensate for the stiffer shaft, go up two, three, or even four swing weight points, up to a D-6 in graphite from D-2 in steel.

“The added weight in the head also provides the necessary clubhead feel. You must have enough weight in the head to flex the graphite shaft—if a graphite shaft doesn’t flex, you won’t get anything out of it.”

ANOTHER SUIT AGAINST “PRO-ONLY” IN THE WORKS

CHICAGO—A major sporting goods retailer here is preparing to file suit against a number of golf equipment manufacturers for being denied access to “pro-only” lines. The charges will be similar to those involved in the Golf City, New Orleans, litigation, which is expected to come to trial some time in spring 1974.

However, in terms of comparative size, Golf City reportedly is “small fry” next to the Chicago retailer. According to one source, the suit will be filed in Illinois, but will be moved, along with any similar suits in other states, to be tried in a single court, of which the location is expected to be New Orleans.

WILSON INTRODUCES GRAPHITE II

RIVER GROVE, ILL.—Wilson became the first of the “big” clubmakers to enter the graphite field, with its introduction of the new Graphite II shaft as an option on men’s Wilson Staff woods and Haig Ultra woods only.

The graphite shafts are being manufactured under exclusive contract with Wilson by Babcock & Wilcox Advance Composites Div., Alliance, Ohio. In both the Wilson and Hagen lines, the graphite-shafted clubs have a suggested retail price of \$120 per wood, and are available in two flexes, Firm and Extra Firm. According to Larry Cassidy, business manager, Golf, the Firm plays like a Regular in steel shafts and the Extra Firm plays

like a Stiff steel shaft. Immediate visible feature of the shaft is its stepped down design.

Cassidy said the shaft has been one year in development and has undergone considerable testing both in the R & D lab and in the field. “A primary difference in the Graphite II shaft is that it has the torque resistance characteristics of a steel shaft, which means considerably better control than with other graphite shafts,” he said. “In testing, we also found that we got greater distance with the Graphite II than with other graphite shafts currently on the market.” However, Cassidy stressed that greater distance is only significant if you can control it, and he feels a primary feature of the Graphite II is “its superior control.”

BYRON NELSON JOINS J. S. FINGER

HOUSTON—One of golf’s all-time greats has become associated with Joseph F. Finger & Associates, Inc., as golf course design consultant. Nelson’s golf history includes winning the United States Open title, the PGA title twice and the Masters twice. Nelson holds an unmatched record of 11 consecutive wins in PGA-sponsored tournaments, a record no one has matched. Joseph Finger is an internationally-known golf course architect with offices here and in Mexico City.



PGA SHOW from page 35

had pre-determined the exhibits they wanted to visit at the 1973 show, but fewer—49.4 per cent—budgeted their time. On the average, they spent a little more than 4½ hours a day in the exhibit tents during the run of the show.

More than half of the professionals had some kind of plan for covering the exhibits at the show. Most of these (75.3 per cent) covered a single product classification at a time—apparel, golf equipment, golf cars—which accounts for their favorable attitude toward grouping major product categories in distinct areas of the tents.

During their coverage of the show, 36.3 per cent of the professionals placed orders at more than 10 exhibits, about 46 per cent ordered at five to 10 exhibits, and 12 per cent placed orders at less than five exhibits.

GOLF CAR EXHIBITS

Golf cars at the PGA Merchandise Show are a category unto themselves in terms of the investment they represent and the degree of the professional's authority to purchase them.

Although more than 74 per cent of the professionals visited the golf car exhibits, less than 42 per cent of the professionals were invested with purchase or leasing authority. Of that latter group, only 6.8 per cent placed orders for golf cars at the show.

Golf cars, obviously, are not items about which someone makes quick, on-the-spot decisions. Only 9.1 per cent of the professionals said they have attended a show without a particular brand of golf car in mind, then made their decision and placed an order at the show.

November, October, January, April and March, in that order, were most frequently mentioned by professionals as the months in which their clubs or courses normally make purchase or lease decisions on golf cars.

However, almost 52 per cent of the professionals felt that golf car exhibits were an important part of the show. The reason for this majority opinion is that, although few have purchase responsibility, almost 78 per cent of the professionals surveyed are consulted on brand selection before any purchase or lease is made. The car exhibits, apparently, are excellent sources of information on the various brands and give the professional greater knowledge with which to advise his club. □

LABOR SOURCES from page 67

ganizations are good sources of bag room personnel.

Employment inducements. Generally, the only inducements a golf professional needs to attract good people are a moderate salary and a clean, friendly place in which to work. Merchandising skills are up to the professional to manifest in his workers, and the intimacy and leisurely atmosphere of the pro shop makes this training even less difficult. □

WHERE TO FIND CHEFS

The Chef's Referral Assn. is an employment referral service for chefs. Any golf club in need of a chef should provide the association with a job description. CRA then prints the position, along with others, in its weekly job opening list, which is mailed to chef subscribers looking for new jobs. A fee is involved. Contact: Don Jackson, Chef's Referral Assn., Box 1133, Los Altos Calif. 94022 or phone (415) 941-5075.

—from the CMAA "Outlook"

LAW AND COURSE from page 70

sphere in which no preference system exists and in which there is now an approximate two-year wait for immigrations for aliens for any category.

The effect of HR 981 on clubs would be a divided one. Because many clubs probably employ aliens from what will be low-preference categories, including those with no skills, it seems probable that passage of HR 981 would have some adverse effects. However, clubs also look to aliens to fill many jobs, such as executive chefs and food service managers. These clubs will find themselves in a favorable position should this bill pass.

CONCLUSION

The foregoing constitutes a brief overview of the entire Federal legislative picture in the areas that may have some effect on private clubs. It is obvious that the field is an ever-changing and rapidly shifting one. The National Club Assn.'s principal effort is directed at keeping abreast of the activities and reporting the latest developments to its members and to the industry. □

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PEOPLE IN THE NEWS

JONATHAN T. PULSIFER has been appointed international sales manager for FMC Corp.'s Agricultural Chemical Division. Pulsifer formerly was territory manager, senior market analyst and most recently, agricultural chemical sales manager for Europe, Africa and the Middle East.



Pulsifer



Davidson

WILLIAM H. DAVIDSON, son of one of the founders of Harley-Davidson Motor Company, Inc., will retire from his 45 years of association with that company. Davidson was elected a director of the company in 1931, three years after he started, vice president in 1937, president in 1942, and has served as chairman since 1971.

EVAN BAKER has been promoted to president of Rawlings, Inc., a wholly-owned subsidiary of A-T-O, and assigned responsibility for A-T-O's operations in sports, recreation and leisure time activities. Baker, formerly president of the Adirondack division of A-T-O, will have six divisions reporting directly to him. A-T-O's Toney

Penna Company makes handcrafted professional quality golf clubs, golf balls and accessories.




Baker

DAVID T. MCLAUGHLIN, president of the Toro Company of Minneapolis, has been named chief executive officer. McLaughlin, takes over as chief executive officer from David M. Lilly, chairman of the board and former Toro president.



McLaughlin



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