

# News of the industry

## Acushnet acquires Golfcraft

Acushnet Golf Equipment Co., New Bedford, Mass., has announced the recent acquisition of the Golfcraft Co., Escondido, Calif. Golfcraft will operate as a wholly owned subsidiary of Acushnet under the directorship of Ted Woolley. Both Acushnet and Golfcraft will maintain their own separate sales force selling to pro shops only.

"This merger," said Woolley, "brings together several ingredients that we feel will offer unique benefits to the pro and consumer. The combination will be an exciting one."

## Musser dies

H. Burton Musser, the author of the USGA publication, "Turf Management," died recently. He had been head of Penn State college's golf course management school up until his death.

## Shakespeare buys ball firm

Shakespeare Co., Kalamazoo, Mich., has announced the acquisition of the Plymouth Golf Ball Co., Plymouth Meeting, Pa. Plymouth has been manufacturing golf balls exclusively since 1916, and produces both the traditional wound ball and the solid one-piece ball.

Commenting on the purchase, Shakespeare president Stephen W. Trehella said, "This is a further step in Shakespeare's plans to be the prime manufacturer of all the products we sell."

## MacGregor acquires Hinson

Brunswick Corp., Chicago, has recently announced that the consumer division of its MacGregor Co., has acquired the Hinson Co., a division of Royal Industries.

MacGregor will undertake the entire production of golf bags now being manufactured by Hinson by 1970.

Cutting Height as Low as... **3/8"**  
Frequency of Cut as Close as... **1/2"**

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