



NEWS OF THE INDUSTRY

Shakespeare to acquire saddle company

An agreement has been reached between **Shakespeare Company** and **Simco Leather Company** for an exchange of all Simco stock for an undisclosed amount of shares of Shakespeare stock. Simco manufactures saddlery and supplies equestrian accessories. Shakespeare is a manufacturer of fishing tackle, golf and archery equipment, automotive parts, monofilament thread and industrial fiberglass products.

J.I. Case begins work on new building

Site preparation has begun for the planned construction of a

280,000-square-foot building to house the **J.I. Case Company** central parts department. It will be erected at the western end of the 125 acre site on which the company's transmission plant is located, two miles west of Racine, Wis. Occupancy is expected by July 1, 1970. Information regarding the cost of the project has not been released.

Wells Lamont forms subsidiary

The Wells Lamont Corp., whose glove line includes the Promark Signature golf glove, has formed a new foreign subsidiary, **Wells Lamont International, Ltd.**, with headquarters

and plant in Tralee, County Kerry, Ireland. The 25,000-square-foot plant will manufacture selected styles of gloves in the company's line. Ground was broken in July, and plans call for completion by April, 1970.

J.J. King, assistant director of manufacturing for Wells Lamont Corp., has been named managing director of the subsidiary; Overt Hardy, formerly manager of the firm's Waynesville, Miss., plant, has been appointed general manager and director. Other directors of the subsidiary are: M.L. Wells, president of Wells Lamont Corp.; C.G. Wells, vice president of research and development, and W.K. Alley, vice president and director of manufacturing.

Wells Lamont also announced that it has opened a new manufacturing facility in Mayfield, N.Y., replacing an older factory in Mayfield. The new factory initially will produce golf, hunting and ski gloves.

Spalding expands golf club production

A.G. Spalding & Bros. has purchased the former Ohio Rubber Company plant and property in Fort Smith, Ark. Production at the 177,000-square-foot facility is planned to begin in early 1970.

Shakespeare moves

The **Shakespeare Company** board of directors has approved the plan to move the company's corporate headquarters from Kalamazoo, Mich., to Columbia, S.C., the location of three Shakespeare subsidiaries. The move will occur sometime next year and will involve five or six corporate executives and a small staff, or a total of 10 people. The Products Division and sports goods marketing and warehousing organization will remain in Kalamazoo.

In its most recent quarterly earnings statement, Shakespeare annual sales for the nine months ended May 3, 1969, amounted to \$32,795,758, an increase of 22.26 per cent over sales for the nine month period ending April 27, 1968.



Neal D. Crane (center), president of American Machine & Foundry Company's Ben Hogan Company, is presented the AMF Achievement Award by Rodney C. Gott (left), AMF chairman and president, for significant contributions to the corporation's success. Looking on is Edward R. Corvey, AMF vice president and group executive of the Recreational Products Group of which the Ben Hogan Company is a part.

Ranger-23 spurs Smithco to record sales year

A record-breaking sales year was reported by Ted Smith, president of **Smithco, Inc.** The reason, according to Smith, was due to the introduction of Ranger-23 last year. The Ranger-23 is an enlarged and improved version of the company's Red Rider.

According to Smith, the push to mobility is a primary reason for the acceptance of his product. Superintendents are counteracting the dwindling supply of golf course laborers and are using "every means possible to save time, men and money."

PDI offers plan for planning

A "Systems Approach to Management Planning" has been introduced by **Planning Dynamics, Inc.**, a Pittsburgh-based multi-service management counseling firm. The kit, developed over five years by PDI, is designed to help company executives plan for planning by using "concepts that have been thoroughly tested and processes and techniques which, when selectively adapted, can make a contribution to the effectiveness of planning," according to Edward J. Green, PDI president. Cost of the kit is \$100, with discounts for quantity orders. (Add 6 per cent to Pennsylvania orders.) A free folder, summarizing the "Systems Approach to Management Planning" is available from the firm. Write: Planning Dynamics, Inc., Gateway Towers, Pittsburgh, Pa. 15222.

Water for Plandome—automatically

A fully automatic watering system, costing \$115,000, has been completed at **Plandome CC**, Plandome, N.Y. Designed by M.O. Mattwell, the system can draw up to 600 gallons a minute, using all nine sprinkler heads. One sectional control can activate specific sprinklers on each of four holes simultaneously. The system was installed by Lauman and Company; Bill Sloan, Plandome's greens superintendent, was in charge of installation.

Kent enlarges facilities

Work has started on enlarging **Kent Sales and Manufacturing Company's** plant and offices in Kent, Ohio. The new addition is approximately three times larger than the present facility. Kent specializes in golf and fishing accessories.

Larutan Corp. buys Mud

The **Larutan Corp.**, manufacturers of soil conditioning products, has purchased the distribution rights, patents and manufacturing facilities of the **Brown Mud Company**, a chemical product manufacturer.

Golf course notes . . .

Twin Lakes G & CC, Norman, Okla., expands from nine to 18 holes; **Duffy Martin** is in charge of construction . . . **Roy and Ray Shields**, twin brothers of Bob Shields, superintendent at Woodmont CC, Rockville, Md., and former Golf Course Superintendents' Assn. president, have named their new course in Calvert County, Md., **Twin Shields** . . . **Larry Wood**, former touring professional who headed Knoxville's Holston Hills, moves over to a new complex now under construction at Bald Mountain, N.C. He is succeeded by **Pete Goodman**, who has been stationed at Waynesville, N.C. . . . **Tom Foree** is new Fox Den professional, succeeding **Mickey Bessignano**, who hasn't announced his new connection . . . Construction has begun on an 18-hole, par 72 championship course in Chester, S.C., to be completed in fall 1970. Architect is **Russell F. Breeden**; construction is being done by **Leroy Springs and Company** . . . Director of golf at **Delray Dunes Golf and CC**, Delray Beach, Fla., is **Laurie Hammer** . . . Article by **Dick Miller** in July issue of **GOLF Magazine** on methods for speeding up play gives golfers handy tips such as: always carry an extra ball in your pocket; place your clubs between the green and the next tee and only search for someone's lost ball after you have hit.

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