



## NEWS OF THE INDUSTRY

### Expansions

The MacGregor Company has opened another golf distribution center in suburban Detroit, bringing to 10 the number of MacGregor centers in the United States. The new center is located at 3187 Union Lake Road, Union Lake, Mich., and is designed to offer fast, local service to dealers and golf pros in that area. It will stock a complete line of dealer and pro golf clubs, golf balls, bags and accessories.

Fernquest & Johnson Golf Company has added 14,000 square feet to its Colma, Calif., plant, making the total floor space 24,000 square feet.

Dexter Shoe Company has opened a West Coast warehouse in Pasadena, Calif. The installation will service 11 western states and will provide retailers with overnight service. The line includes nine golf shoe styles for men, five for women. Directing the operation will be Bill Schaefer.

### Report sales in '68 for Dunlop's golf equipment

Paul R. MacDonald, an assistant vice president of Dunlop Tire and Rubber Corp., reported that "sales of all golf equipment, especially Maxfli balls and clubs, were well above previous years." In fact, "Our sporting goods sales for 1968 were considerably in excess of the industry-wide percentage of increase for the year."

The higher sales of Maxfli balls and clubs might be attributed to the company's expanded efforts to merchandise the line.

For 1969 sales, Mr. MacDonald foresees "more of the same, at an even faster pace with sales remaining well above industry percentage increase."

Included in the expansion plans for this year is the addition of four autograph models to the Maxfli club line. The four names will be Charles Sifford, Roberto de Vicenzo, Susie Maxwell and Clifford Ann Creed.

### Miles wins Bartlett award

Oscar Miles, superintendent at Olympia Fields CC, Olympia Fields, Ill., is the winner of the 1969 Charles Bartlett award, which is given by the Midwest Assn. of Golf Course Superintendents and presented to the member who has shown achievement in journalism and/or public relations.

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