



## NEWS OF THE INDUSTRY

### Palmer endorses Sunglasses

Bausch & Lomb, an optical firm, is introducing a line of Arnold Palmer sunglasses.

Designed specifically for the men's leisure market, the initial collection of 12 models in four styles will retail between \$12 and \$18. Marketed under the name Arnold Palmer Ray-Bans by Bausch & Lomb, the glasses will feature impact-resistant dark gray lenses made of optical glass. A special leather case is designed to go with each pair.

Advertising and merchandising plans, reportedly, include a number of full color ads with Palmer's endorsement and signature, plus several colorful counter displays with his photograph.

### Wells Lamont introduces Golf glove line

Wells Lamont Corp. has introduced a line of golf gloves, which will be marketed under the Pro-mark label. Doug Sanders has been named to the company's advisory staff to aid in the design and development of the line.

The golf glove line for both men and women retails from \$2.25 to \$6 a pair and comes in eight colors, including black, yellow, red and champagne.

The firm is launching an advertising campaign in trade publications, and, reportedly, has created point-of-purchase aids such as counter and free-standing floor displays.

### Kessler names distributor

Kessler Products Company has appointed Cathey and Ormon,

Lubbock, Texas, as distributors of its all-vinyl indoor/outdoor carpets, runners, mats and stair treads.

### Johnson re-elected ITF president

Robert G. Johnson, Illinois Lawn Equipment, was re-elected president of the Illinois Turfgrass Foundation, Inc., an organization devoted to the encouragement of turfgrass research in Illinois and the dissemination of knowledge regarding turfgrass establishment and maintenance. Also elected were Oscar Miles, vice president,

and Mrs. Dorothy Carey, executive secretary-treasurer.

Board of directors are: Ben Warren, Ronald Damgaard, Harold Frederickson, Tom Guttschow, Walter Fuchs, Leon Short and Varnon Verstraete.

Membership is composed of golf clubs, sod growers, suppliers and allied groups.

### Stauffer tightens operations

Stauffer Chemical Company has dissolved two subsidiaries, The Mountain Copper Company and the San Francisco Chemical Company, and combined their operations with the firm's fertilizer division. The combined operations will be called the fertilizer and mining division.

Roger W. Gunder, president of Stauffer, said, "The merging of these functions into one division is another step in our policy of consolidating operations for efficient management and control. This provides us with a logical marketing approach for both the

*Continued on page 102*

## NEW! PARK-TYPE PEDESTAL FOUNTAIN

Vandal-resistant  
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Stainless steel

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Big selection of 9 popular styles. Quick drying. Attractive. Choice of colors.

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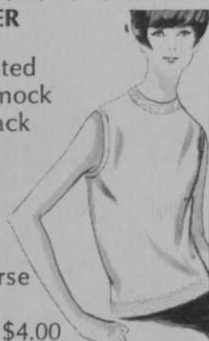


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S-M-L — \$5.00

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Ladies' Golf Purse

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**INDUSTRY  
NEWS**

Continued from page 67

mining of phosphate rock and the production and marketing of phosphate fertilizers."

**Wisconsin wins rights**

Wisconsin Motor Corp. has been awarded sales, service and manufacturing rights for the complete line of heavy-duty, air-



**USE THIS GANG of PIXTONEs**

One tractor and operator pulls three PIXTONEs—triples area covered. Unique revolving arm and rake mechanism pick stone 3/4" to 9" dia., pulverizes, aerates, leaves perfect seedbed. Hundreds in use by landscapers, parks, golf courses, contractors. Write for complete details..

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cooled diesel engines produced by Motorenfabrik Hatz GMBH, of Ruhstorf, West Germany.

Wisconsin made a similar agreement last year with Hirth Motoren KG, of Stuttgart, also of West Germany.

**Course cuts a Nice figure**

Canyon Lake, an 18-hole course in California, is expected to be completed for play this summer. According to architect Ted Robinson: "The tees, greens and fairways are designed roughly as a figure eight. This will give golfers the opportunity to play without the interference from slices and hooks of other golfers." Transversing the middle of the figure eight will be an underpass through which players move to play the course's second nine.

Although the course was created primarily for Canyon Lake residents, it will be open to the public on a limited basis. The 135-acre course will use "forward-tilted" greens, which ac-

**Here's a  
Pretty  
Profit  
Picture**



Cordo-Hyde® Golf Shoe Laces are specified by many leading shoe manufacturers because they are interested in providing the ultimate in good looks and long wear for their customers.

Cordo-Hyde Golf Shoe Laces stand up to shock and chafe round after round — on wet fairways or the toughest rough. Stay tied, too. Available in black, cherry cordovan, mahogany, or white.

Your golf products distributor carries them — how about you?



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ording to Robinson, provide more effective drainage. The par and yardage specifications will qualify the course for future championship tournaments, he added. The course, reportedly, cost \$500,000 to build.

### Professional Golf Reports earnings

Professional Golf Company reported a net income of \$323,483 for its first fiscal quarter ending December 31, 1968. This figure includes \$88,707, or seven cents a share, of nonrecurring income from the sale of 44,713 shares of Arnold Palmer Company common stock. Sales for this period totaled \$3,474,729.

No comparative figures are available because the company changed its accounting period to a September 30 fiscal year. The change was made to reflect a closer relation to the company's natural business year.

Ralph J. Thompson, president, told stockholders: "Historically this quarter is the low period for the year. It is a slack period for golf and trophy sales, but we expect the balance of the year to reflect a more favorable sales and earnings picture. The East Coast dock strike has curtailed shipments from our Puerto Rico plant and could adversely effect our trophy volume."

### NGF revises kit

The National Golf Foundation's golf Teaching Kit for 1969 is now available and contains updated, in-depth information on all major aspects of instruction.

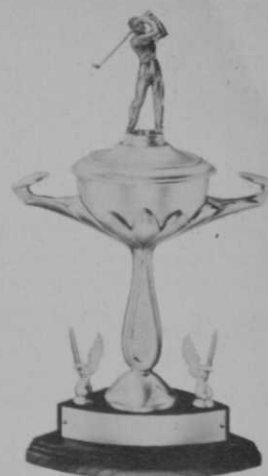
The "Golf Instructor's Guide" now contains sections on teaching progression; class organization, purchase, care and improvisation of equipment; facility adaptation; error correction; testing and evaluation; and special articles pertaining to skill development and coaching techniques.

"Golf Lessons" for students contains over 90 drawings by artist Dom Lupo. The pocket-sized "Easy Way to Learn Golf Rules" is approved by the United States Golf Assn., and "Competitive Golf Events" and "How to Improve Your Golf" complete the kit.

### "Chi Chi" inks With Northwestern

Northwestern Golf Company has signed Juan "Chi Chi" Rodriguez to its professional advisory staff. The company expects him to help in the development of a new line of steel and aluminum shafted golf clubs, which will be marketed in the United States as well as foreign markets.

## AWARDS



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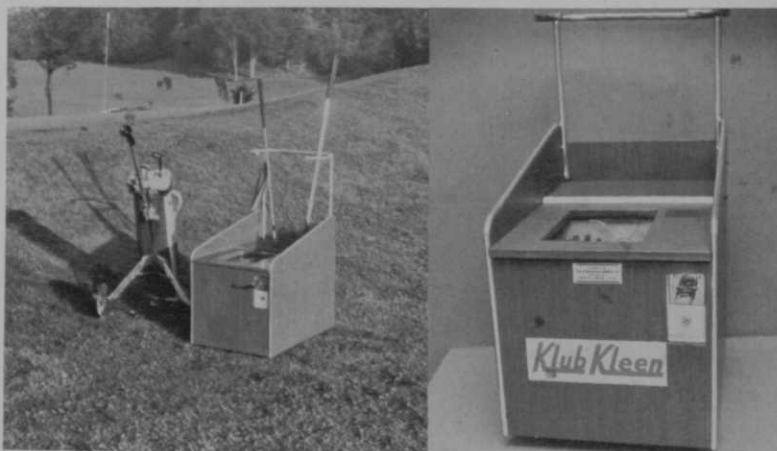
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## UPD and RNI form Holding company

Arnold E. Abramson, publisher of GOLFDOM and president of Universal Publishing & Distributing Corp., GOLFDOM's parent organization, has announced the merger of UPD into a new holding company formed by the merger of UPD with Richmond Newspapers, Inc. (RNI), a Richmond, Va., based publisher of newspapers and operator of radio and tele-

vision stations and a CATV network. Universal's headquarters are in New York City.

UPD began as a special interest publisher in 1947 and developed as a moderately successful, closely held, small publishing company. In 1961 the company was launched as a public corporation and since that time has grown through both internal development and acquisition.

RNI is a company that dates back to the mid-nineteenth cen-

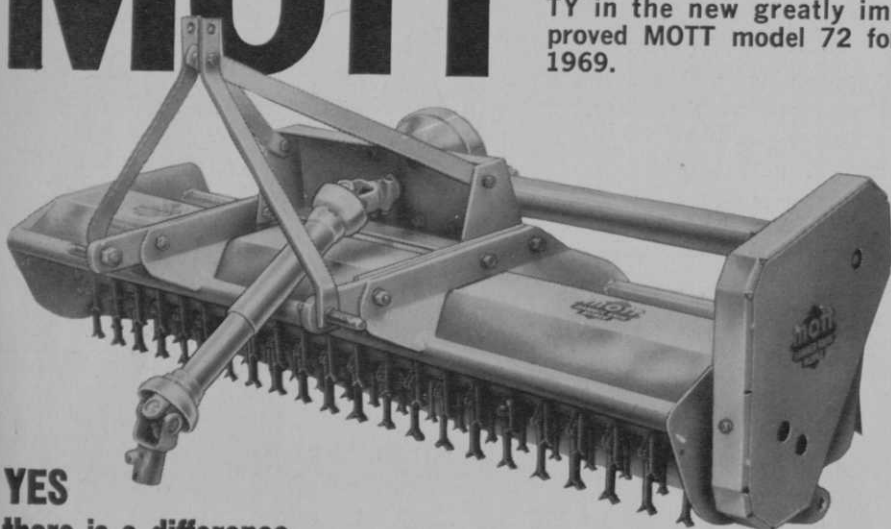
tury. It, too, enjoys an enviable history of growth. Current management is highly esteemed in national newspaper and business communities. It is an organization that is characterized by progressive thinking and integrity.

Directors and stockholders of both companies must approve the plan for the proposed merger. If the plan is approved UPD will have broadened its base to include not only magazines and books, but newspapers, radio, television and CATV.

About the same time it was also announced that The New York Times had reached an agreement to purchase Golf Digest, Inc., a magazine and book publisher that publishes Golf Digest, a publication directly competitive with UPD's GOLF Magazine, the nation's leading golf journal and sister publication of GOLFDOM.

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More **STRENGTH** and **SAFETY** in the new greatly improved MOTT model 72 for 1969.



**YES**  
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The new MOTT offers:

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Lightweight, free swinging knives fold back from obstructions, thus minimizing throwing struck objects, providing greater safety.

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MOTT knives use less power because they cut cleaner with an edgewise slicing action, like any good knife should. You can use lighter tractors—better for turf, lower first cost, reduce operating maintenance cost.

Mow, more for less—greater efficiency.

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B-1 LUCKY BUCK (12 doz. min.) \$3.60 doz.

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the 400-foot journey to the simulated altitude chamber at the Manned Spacecraft Operations Building at Cape Kennedy.

Riding above are Apollo 9 astronauts James McDivitt, front; David Scott, left rear, and Russell Schweickart, right rear. Nobody knows who the driver is.

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