

# NEWS OF THE INDUSTRY

## Dexter, DuPont co-host TV show

This spring the **Dexter Shoe Company** will participate with **DuPont** in sponsoring TV specials. The specials will begin with the golf season and will spotlight **GOLF Magazine's** 1969 All-America team led by Frank Beard, Pro Player of the Year.

The series represents Dexter's first appearance on television. DuPont manufactures Corfam, used in the uppers of many Dexter styles. Tie-ins with golf footwear retailers on the local level are planned by the shoe company for maximum merchandising impact.

## Looks like new

The **Emerson CC**, Emerson, N. J., has been making improvements during the winter. Much of the club's interior has been redecorated, additional air conditioning units have been installed, a new bath house has been completed and the club is completing a "for gentlemen only" card room on the lower level.

According to Dan Clayton, president, a limited number of memberships are available this season. Anyone interested in applying for membership should do so now. For additional information, call (201) 444-4400 or (212) 695-3178.

## A job well done

In a letter sent by the **Western Golf Assn.** for delivery at the Annual Presidents' Dinner of the Golf Course Superintendents Assn. of America the following superintendents were publicly commended "for their respected profession and special service to the Game of Golf": Milton and Melvin Duehr, Midlothian CC, Midlothian, Ill., host to the 1969 Western Open championship; Al

Needham, Rockford CC, Rockford, Ill., host to the 1969 Western Amateur championship; and Clinton Buckles, University of Illinois GC, Savoy, Ill., host to the 1969 Western Junior championship.

These men were singled out by WGA for "their outstanding skill and efforts which resulted in four golf courses superbly conditioned for Championship play, and this is recognized by WGA as a major factor in the success of our three national championships." The letter continues, "Their cooperation in this phase of their work was in keeping with the highest traditions and the best interests to the Game of Golf."

## Perma Rain plant open

**Perma Rain's** plastic pipe extrusion plant is in full production and operation. The plant was constructed to extrude plastic pipe for agriculture irrigation and is manufactured under the name of Perma-flo. It is located at North Mt. Vernon and Frazier Streets in Lindsay, Calif.

## Wilson acquired by PepsiCo

**Ling-Temco-Vought, Inc.**, a conglomerate, and **PepsiCo, Inc.**, announced that they had agreed in principle that PepsiCo would purchase LTV's 75 per cent controlling interest in the Wilson Sporting Goods Company for about \$63 million or \$17.50 per common share of Wilson stock. PepsiCo said it hopes to purchase the remaining stock, now publicly held, at the same rate.

Donald M. Kendall, president of PepsiCo, said that the acquisition would mark the company's entry into the leisure time field. PepsiCo does business in more than 115 countries throughout the

world, whereas Wilson is in its early stages of its expansion into the international market. At the time sent, plans call for Wilson to be operated as a division of PepsiCo.

## Second 18 completed at Boca Raton West

**Boca Raton West's** second 18-hole championship golf course and clubhouse were completed and opened for play.

From middle tees, the course plays over 6,165 yards; 2,975 out and 3,190 in. Par is 72. Designers are Desmond Muirhead and Gene Sarazen.

## Toro earns record highs

**Toro Mfg. Corp.**, for the six-month period ended January 31, reported net sales were \$23,629,000, compared with \$14,452,000 for the first half of the previous fiscal year.

Comparisons of current sales and earnings with those of a year ago are clouded, David M. Lilly, Toro president said, by the effect of the strikes that occurred during the first half of last year, causing an unusual proportion of sales and earnings to be deferred until the second half of that year. Lilly added, "It would be more valid to compare our current six-month performance with that of two years ago, with the realization that the fiscal 1968 figures reflect the lower income tax rates in effect at that time."

## Gold award to Spalding

**A.G. Spalding & Brothers, Inc.**, won a gold award for its Dot Golf Balls carton in the Paperboard Packaging Council's 27th annual National Folding Carton Competition. The reclosable straight-tuck windowed carton replaces an over-wrapped tray and permits removal of one golf ball package without damage to the others. The cast-coated, debossed board simulates the texture of golf balls and the family of three sizes is color coded for easy identification.

## Catalog available

**Wittek Golf Range Supply Company** has available its 1970 catalog of driving range, miniature and golf course equipment. The address: 3650 Avondale, Chicago, Ill. 60618.