

NEWS OF THE INDUSTRY

Point system replaces "official money"

A system of point scoring will replace the so-called "official money" in determining automatic eligibility and other privileges for leading golfers in tournaments sponsored by the **Professional Golfers' Assn. Tournament Players Division**. The plan went into effect in the Los Angeles Open, which was played from January 8 to 11.

In most competitions with prize money of at least \$100,000, the first professional will score 120 points; the runner-up 90 points, and other place winners will receive points graduated down to 1 for 70th place. For tournaments with less than \$100,000 prize money, points will be awarded according to the percentage which the purse bears to \$100,000. If, for example, the purse is \$35,000, the first professional will receive 42 points or 35 per cent of 120 points. Total points scored in 1970 will determine the 60 players who are to be immediately eligible, exempt from qualifying, for tournaments in the following year and who will receive preferred pairings and starting times.

Bonuses of 25 points will be awarded to winners of the PGA of America and the U.S. Open Championships, and also to the winner of a Tournament Players Match Play Championship, which the TPD intends to begin in 1971.

The new system was adopted by the TPD Tournament Policy Board, which also made a change in qualifying procedure for open invitational tournaments.

In addition to the usual 18-hole qualifying round on Monday immediately before a tournament, there will be an 18-hole preliminary round the preceding week

for players who are not members of the Tournament Players Division. Twenty per cent of such applicants will earn the right to compete with TPD members in the Monday qualifier for places in the tournament.

The change will be effective about mid-February.

New sales program for PCR golf ball

A new marketing program for the PCR golf ball was announced by the manufacturer, **Princeton Chemical Research, Inc.** The company is currently building a nationwide sales force to handle direct sales of the PCR ball to sporting goods dealers and golf course pro shops. The solid golf ball was invented by Princeton Chemical Research, which holds basic patents on the process and which has licensed nine other producers both domestic and foreign to make them.

Fuqua, Arnold Palmer come together

Fuqua Industries, Inc., and the **Arnold Palmer Golf Company** have agreed to cooperate in an enterprise that will serve the golfing industry, from the golfer to the superintendent.

Plans include the manufacture and marketing of golf clubs, balls, bags and gloves under the Palmer name. These items have been marketed by the Palmer Company for several years, but are manufactured by other companies for Palmer. These companies will continue to manufacture the Arnold Palmer products for Fuqua until the corporation acquires other facilities which can handle production of the various items, a Fuqua spokesman said.

In addition, Fuqua has entered into an agreement with Palmer

for a new line of course maintenance equipment and motorized golf carts bearing the Palmer name. McDonough Power Equipment Company, a subsidiary of Fuqua, will manufacture these items.

GOLFDOM reported last month that Fuqua had acquired the Fernquest and Johnson Golf Company, which will be absorbed into the newly-structured Arnold Palmer Golf Company. Fernquest and Johnson manufactures several brands of golf clubs, including the Arnold Palmer line for Sears stores.

PGA product endorsement

The **Professional Golfers' Assn.** is preparing to sign a licensing agreement with **Licensing Corp. of America**, which will use PGA's name and endorsement on certain products sold in golf shops. Products currently being handled by PGA Div., Victor Golf Company, will not come under the impending licensing agreement. These products include golf clubs, balls and bags. Also, Victor has the option to produce apparel and shoes under the PGA name.

All endorsed products will be pre-tested, according to PGA, under a licensing committee now being formed and include motorized and hand carts, toiletries, caddie hats and carpeting for locker rooms, pro shops and grill rooms.

PGA expects the tie-in with Licensing Corp. to produce substantial royalties, and the national advertising and promotion program for endorsed products to aid golf shop sales.

Golf film offered

A new 27 1/2-minute film, "1969 Buick Open," is available to community groups and senior high schools on a free-loan basis. Requests for the 16mm, color film may be sent to Modern Talking Picture Service, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040, or to any of the distributor's film libraries throughout the country. The film was sponsored by Buick Motor Division and was produced by G.M. Photographic.