

# NEWS OF THE INDUSTRY

**Pro Golf to market Palmer line; Fuqua-Palmer talks off Professional Golf Company and the Arnold Palmer Golf Company** announced that they have entered into an agreement under which Professional Golf would merchandise and market the Arnold Palmer line of golf products. According to the company, Professional Golf will consolidate distribution of its First Flight line with the Palmer line as well as merge the sales staffs of the companies.

Pro Golf has manufactured the Palmer pro line of clubs and bags since 1962.

Meanwhile, **Fuqua Industries, Inc.**, which previously reported having agreed in principle to manufacture and market the Arnold Palmer line broke off negotiations, according to a Fuqua spokesman. Fuqua is a diversified firm with interests in the golf, ski and other recreational and leisure time industries.

## **Rossi replaces Pack; NGF officers elected**

At the national Golf Foundation's annual meeting, April 16 in St. Louis, the resignation of **William L. Pack** was formally announced. Replacing Pack is **Don Rossi**, formerly with Riddell, Inc., and A.G. Spalding. Other resignations were also announced at the meeting. **Harry Colburn**, NGF's executive finance committee chairman and executive vice president of Wilson Sporting Goods Company, resigned to assume similar duties with the Athletic Institute. **Vaughn Clay**, vice president, Dunlop Tire & Rubber Corp., succeeds Colburn. **E.R. Woolley**, director of the board, resigned; he will be succeeded by **Mark Cox**, president of Victor Golf.

Officers re-elected were: Robert D. Rickey, president; William Bommer, vice president; and A. W. Goettler, secretary-treasurer.

Re-elected board members were:

William Bommer, Acushnet Process Sales Company; Vaughn H. Clay, Dunlop Tire & Rubber Corp.; Joseph M. Graffis, GOLF and GOLFDOM Magazines; Arthur W. Goettler, Athletic Goods Mfg. Assoc.; William P. Holmes, Wilson Sporting Goods Company; William H. Kaiser, Hillerich & Bradsby Company; Fred P. Koehler, Uniroyal, Inc.; Howard Nannen, A.G. Spalding; and Robert Rickey, MacGregor Company.

## **Moist O'Matic marketing transfers to California**

All marketing functions for the **Moist O'Matic Div.** of Toro Mfg. Corp. will be shifted to Riverside, Calif. General Manager of the division is Ed Hunter, Toro vice president. Named to the new post of assistant general manager is **William F. Thoele**, who will be responsible for production, marketing and administration. The move, according to Toro president David M. Lilly, was made because of the growth of the Moist O'Matic sprinkling and irrigation product line. The address is: 5825 Jasmine St., Riverside, Calif. 92504.

## **Golf Day goal: \$200,000**

**Dugan Aycock**, Professional Golfers' Assn. national vice president and national chairman of the 1970 annual National Golf Day Beat the Champ competition, predicts that this year's figures from National Golf Day will double last year's figures. This means Aycock is shooting for a goal of more than \$200,000 during the four-week period centered on May 30 when amateur club golfers will be trying to beat a target score that will be set on Memorial Day.

Last year's campaign raised \$110,000 for 27 major caddie scholarship programs and a variety of golf-related charities.

## **Victor sales up, earnings decline**

**Victor Comptometer Corp.** sales for the year ended December 31 were \$161,579,157, an increase of 5 per cent over the \$153,883,755 for 1968. The increase, according to A.C. Buehler, chairman, would have been 15 per cent if the 1968

*Mark Cox (second from left), president, Victor Golf, hosted the Professional Golfer's Assn. Specifications Committee at the company's offices where the 1971 line of PGA golf equipment was unveiled for endorsement by the organization. PGA officials examining the new line were (left to right): Warren Orlick, secretary; Leo Fraser, president, and Bill Clarke, treasurer.*



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sale of the Business Forms Group were excluded.

Earnings were \$8,954,131 or \$1.73 per common share, a decline of 3 per cent from the \$9,237,030 or \$1.77 per share reported for the prior year.

The major increase in sales was from business machines and services, which were up 22 per cent and accounted for 67 per cent of total sales. The decline in earnings was due to unfavorable weather in the spring and early summer and lower than anticipated Christmas business. These affected sales and profits of all recreational and toy products.

### **Record numbers attend Massachusetts conference**

An overflow crowd of almost 700 filled the Highpoint Motor Inn, Chicopee Falls, Mass., for the 1970 **Massachusetts Turf Conference**. Of this number, it was estimated that over 75 per cent were golf course superintendents.

The kick-off team of Alexander Radko, A. Robert Mazur and James Timmerman, representing the United States Golf Assn. Green Section, gave a report on the special problems of 1969. University of Massachusetts graduate George Thompson followed with the problems of turf in the Washington, D.C., area—the "crabgrass belt." Norman Kramer, president of the Golf Course Superintendents Assn. of America, outlined the national certification program, stressing that it would be a year or more before the actual program got under way.

The morning of the second day of the conference was devoted to a discussion of the pollution problem as related to the superintendent. Judging from the active question period, the turfman is vitally interested in his part in ecology. Selection, breeding and use of the bluegrasses, bentgrasses and shade-grasses filled out the afternoon.

An alternative session on the Pros and Cons of Bluegrass from the Commercial Standpoint ran concurrently. Again pollution

raised its head as Doyle W. Jacklin (Jacklin Seed Company) stated that this year might be the last that burning would be permitted in the commercial seed fields of the Northwest. Among other things, burning causes increased vigor and seed production in the parent plants. If no burning is permitted, yield will decrease and the cost to the buyer will naturally increase. The afternoon alternative session covered the labeling of specialty fertilizer, highway turf and tree maintenance.

The final day's speakers were Doctors Ralph Engle, Malcolm Shurtleff, H.B. Couch and William Haskett who each discussed thatch, disease fungi, nutrition and disease control, respectively. The record crowd left at noon, with another golf season just weeks ahead.

### **Nearest the Pin contest to be held at seven tournaments**

**Chevrolet Motor Division's** "Nearest the Pin" contest, first staged at the Andy Williams-San Diego Open, will be held at seven other tournaments sponsored on TV by Chevrolet. The contest utilizes three surveyor's transits and a computer to obtain exact measurements of drives hit to a par-three green during the tournament's final round. Technicians around the green obtain coordinates on each shot through a triangulation method from transits in fixed positions. The coordinates are relayed to a computer which calculates within one minute the exact distances of each drive from the pin. The winning golfer receives the keys to a 1970 Chevrolet. In San Diego, winning pro Bruce Devlin chose a 1970 Kingswood Estate station wagon.

### **Arnold Palmer golf academy underway**

Construction has begun on a permanent site for the **Arnold Palmer Golf Academy** at Cameron Park, Calif. The golf camp will offer three, three-week sessions this summer for boys 11 to 17 years old.

The curriculum covers the basic golf swing, as well as sportsmanship, golf etiquette, golf rules, competitive attitudes, history of

golf, strategy of play and how to score. The training site provides special areas for driving, iron shots, sand play, putting, chipping, pitching and trouble shots. In addition, students will be able to play Cameron Park's 18-hole El Dorado Royal CC course. A lodging facility is planned adjacent to the training center, which will house two to four boys a room. Buffet meals will be served.

The sessions are limited to 150 students and begin June 22, July 15 and August 4. More information is available by writing the Academy at Box 158, Shingle Springs, Calif. 95682.

### **Fuqua acquires Haft-Gaines**

**Fuqua Industries, Inc.**, a diversified firm which recently entered the golf industry, announced that it had completed its acquisition of **Haft-Gaines Company**, a real estate developer based in Fort Lauderdale. Haft-Gaines, in September, will open a 1,000-acre luxury condominium development in the Lauderdale area of South Florida.

In an unrelated move, Fuqua Industries and **Floyd Enterprises, Inc.**, announced the suspension of negotiations for the acquisition of Floyd Enterprises by **Martin Theaters**, a subsidiary of Fuqua, on the basis on one share of Fuqua for two shares of Floyd Enterprises. Floyd Enterprises is based in Haines City, Fla., and operates 42 motion pictures theaters in central Florida. Martin is in the theater and television business in the southeastern United States.

### **General Battery expands**

Harry J. Nozensky, president and chief executive officer of **General Battery Corp.** announced plans for a \$1,500,000 expansion program in its battery manufacturing plants in Frankfort, Ind., Portland, Ore., Selma, Ala., and Greer, S.C. Over one million dollars will be spent in the expansion of manufacturing facilities in the Frankfort plant. Air and water pollution control equipment will be installed to meet the requirements of the State of Indiana Board of Health. Expansion programs at Portland, Selma and Greer have already been completed.