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Billy Casper's PLAYBACK™



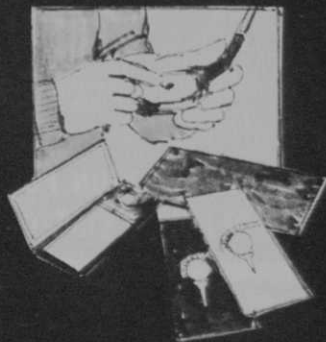
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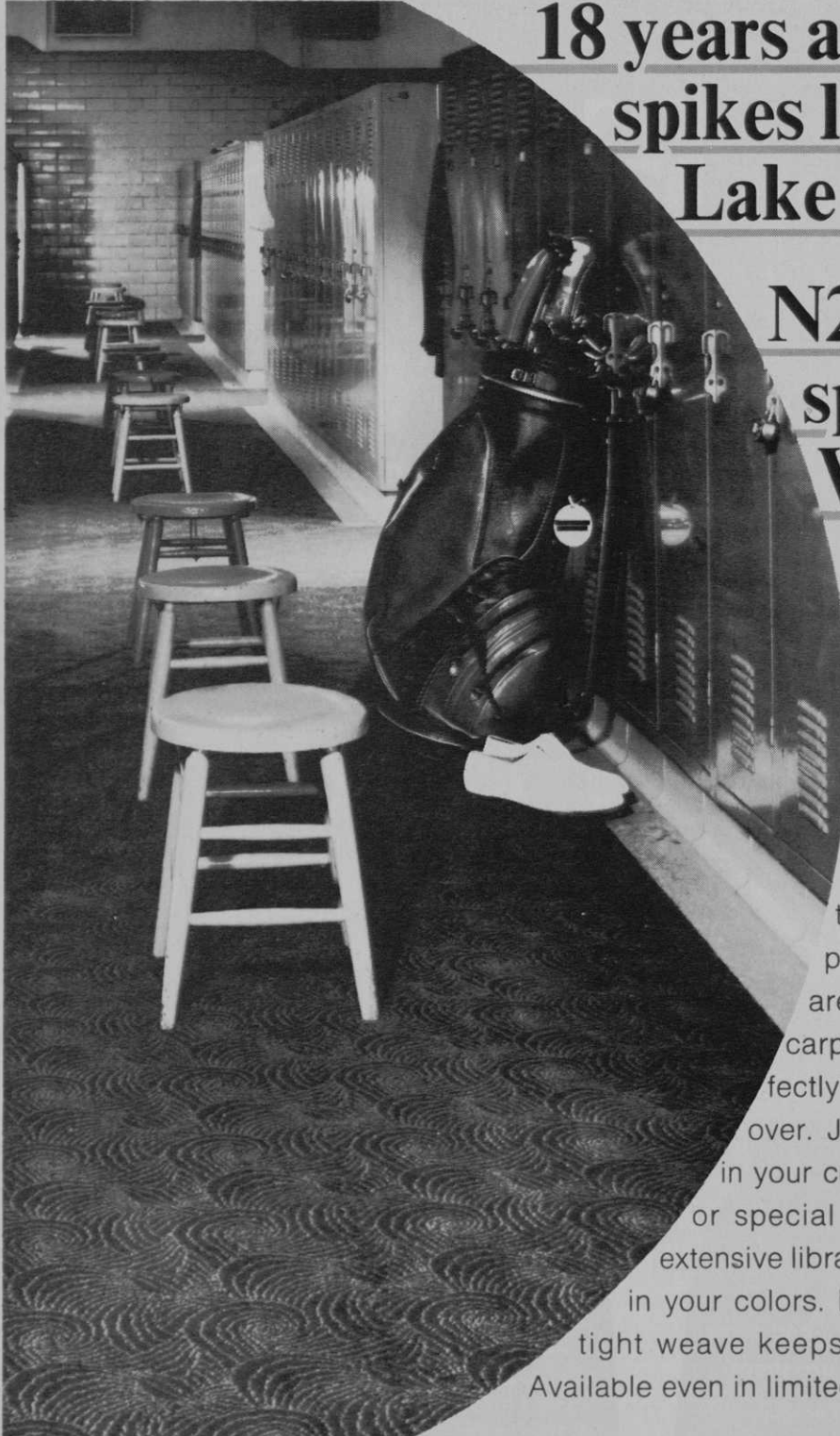
Billy Casper's Playback is contained in a smart, billfold-size carrying case. It includes instructions...a pad of adhesive recorder strips that are applied to the clubface...and a slide-chart Analyzer that tells the golfer, after each swing, what he's doing wrong and how to correct it. Suggested retail price is \$5.00 — with a healthy profit for you. Refill pads of 24 recorder strips sell for \$1.25.



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GOLFDOM SPEAKS OUT ... ON PRO CO-OPS

When GOLFDOM approached Charles Byrket with the idea of doing an article based on his experiences with the Indiana golf cooperative, it was apparent from the outset that he represented one point of view and we another. After reading the article ("Golf Co-ops: A Case Study," May, p. 28), no one can deny that Byrket merits praise for his efforts, perseverance and personal sacrifice in attempting to turn theory into successful reality. It also should be clearly noted, that despite the obstacles and frustrations he experienced, Byrket still believes, given a certain set of circumstances, that the golf shop co-op can work.

Among the requirements he stresses are: proper financial backing, continual legal advice, qualified full-time person or persons to operate the co-op offices and warehouse, and full cooperation of the participants.

GOLFDOM believes that, even with all of these requirements, the concept cannot succeed in the golf market because of one seemingly simple, but vital reason—the differences in clientele from pro shop to pro shop. What is great for one pro shop is anathema for another. The golf professional, too, has long been an individualist. Would he be willing to become just a stockholder and let someone else,

even though that person may be more knowledgeable, order for his shop? The merchandising concepts and theories that must be applied by a golf professional at a public course differ from those at a private course. Can a co-op have the genius to discover the common denominator that will unite all golf professionals and give them the ability to make purchases to suit their varied clienteles?

Look at the increasing numbers of golf equipment and accessory manufacturers and the growing numbers of golf apparel lines. Manufacturers are getting into this limited and highly competitive market because they know that one company cannot supply the demands of the many types of their customers.

Companies are aiming their thrusts to particular economic levels, age groups, life styles and tastes. Many professionals favor one manufacturer's line over another, and any savings in costs are not going to budge them. For a cooperative to supply the golf professional with in-depth inventories in all categories would require a staggering capital investment, which professionals to date have not indicated a willingness, or an economic capacity, to make.

—ROBERT J. ABRAMSON
ASSOCIATE PUBLISHER



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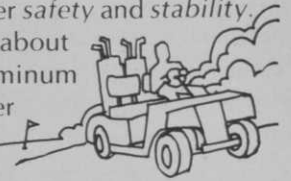
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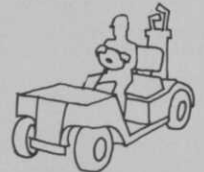
Why is it electric?

Congress has set 1975 as the deadline for eliminating harmful exhaust from cars. The electric CAROCHE will go 36-54 holes on hilly courses, without the pollution, smoke, noise, odor or fire hazard of gas cars. In addition, independent studies have proven electric vehicles cost considerably less to operate and maintain than those powered by gasoline engines.



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That's the story for CAROCHE in 1972

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TIMES MIRROR AGREES TO BUY GOLF MAGAZINE, GOLFDOM, THREE OTHERS

NEW YORK—Times Mirror Company, one of the largest diversified publishing firms in the United States, will make its entry into the golf field with the purchase of GOLF MAGAZINE and its sister publication, GOLFDOM, from Universal Publishing & Distributing Corporation.

The proposed sale, to be made through Times Mirror's Popular Science Publishing Company subsidiary, also will include Universal's SKI Magazine and its two related trade publications, SKI BUSINESS and SKI AREA MANAGEMENT.

Times Mirror's purchase of GOLF MAGAZINE and GOLFDOM will bring to the golf industry the active interest of a giant company, with vast resources, major properties in media and revenues in 1971 of more than one-half billion dollars.

Key to the acquisition has been Times Mirror's keen interest and confidence in the golf field as an area of great potential growth and development. In seeking out GOLF MAGAZINE and GOLFDOM as its base, Times Mirror considered the regard held by the golf industry for both magazines, and this was a significant factor in the transaction.

"We will now have the muscle and wherewithal to do many of the things the industry has badly needed," stated Robert J. Abramson, Associate Publisher of GOLF MAGAZINE and GOLFDOM, "more market research, more trade and consumer surveys, an intensified program to gather and put this information to work for everyone's benefit—ours, the recreational golfers and the managements of golf facilities everywhere. We look forward to playing an important role in the continuing growth of this great game."

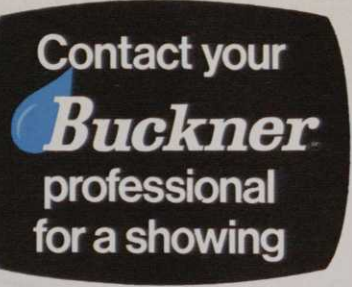
Times Mirror is comprised of four major newspapers; nine book

publishing companies; eight forest product operations; eight companies in the field of charts, maps and instruments, and other operations in the fields of magazine publishing, television broadcasting, cable communications and commercial printing. Its newspapers include the Los Angeles Times, Newsday, The Dallas Times Herald and Daily Pilot. Among the company's magazine interests are Popular Science Magazine and Outdoor Life. Its paperback book division is New American Library, which publishes Signet and Mentor Books.

Announcement of the agreement was made jointly by Dr. Franklin D. Murphy, Chairman of the Board of Times Mirror, and Arnold E. Abramson, President of Universal Publishing. The transaction is subject to the approval of Universal shareholders. Terms of the agreement will be announced first to UPD shareholders in a proxy statement prior to the special meeting of shareholders, which will be scheduled for their approval of the acquisition.

The magazines, when acquired, will be under the direction of Eugene S. Duffield, President of Popular Science Publishing. Arnold E. Abramson will function as Publishing Director of all the magazines involved in the transaction under a services agreement between the purchaser and Universal. Robert J. Abramson will become Publisher of GOLF MAGAZINE and GOLFDOM.

"The acquisition of GOLF MAGAZINE and SKI will mark a major move by Times Mirror in the magazine publishing field," said Duffield. "Particularly important to us in the acquisition is the retention of present management, editorial and advertising personnel." □



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