

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, DC 20549

FORM 8-K

Current Report Pursuant  
to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of report (Date of earliest event reported) November 19, 1996

Brunswick Corporation  
(Exact Name of Registrant as Specific in Its Charter)

Delaware  
(State or Other Jurisdiction of Incorporation)

1-1043                      36-0848180  
(Commission File Number) (I.R.S. Employer Identification No.)

1 North Field Court, Lake Forest, Illinois 60045-4811  
(Address of Principal Executive Offices) (Zip Code)

(847) 735-4700  
(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)  
Item 5. Other Events

On November 19, 1996, Brunswick Corporation announced that it had signed a definitive agreement to acquire Igloo Holdings, Inc. A copy of the press release is Exhibit 1 to this current report on Form 8-K.

Item 7. Financial Statements and Exhibits

(c) Exhibits

Exhibit No.	Exhibit
1	Press release announcing agreement for Brunswick Corporation to acquire Igloo Holdings, Inc.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

BRUNSWICK CORPORATION

DATE: November 19, 1996                      By: /s/ Peter B. Hamilton  
Name: Peter B. Hamilton  
Title: Senior Vice President  
and  
Chief Financial Officer

EXHIBIT INDEX

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BRUNSWICK TO ACQUIRE IGLOO COOLERS

Kathryn J. Chieger, Vice President-Investor Relations,  
847-735-4612  
Ross H. Stemer, Director-Public Relations,  
847-735-4851

For Immediate Release

LAKE FOREST, Illinois, November 19, 1996 -- Brunswick Corporation (NYSE: BC) will soon add another leading brand to its growing lineup of active recreation consumer products. The Company announced today that it has signed a definitive agreement to acquire privately-held Igloo Holdings, Inc. for approximately \$154 million in cash. Headquartered in Houston, Texas, Igloo is the market leader in ice chests, beverage coolers and thermoelectric cooler/warmer products.

"Our customers are active recreation enthusiasts, and our objective is to provide the high-quality, market-leading products that make their recreational time more enjoyable," said Brunswick Chairman and C.E.O. Peter N. Larson. "Igloo, well known for quality construction, innovative products and visual appeal, fills the only major gap in our American Camper and Remington camping equipment lines. Moreover, Igloo ice chests and beverage coolers are found wherever people enjoy fishing, biking and pleasure boating, making them a perfect complement to our other active outdoor recreation products."

With annual sales of approximately \$150 million, Igloo will be part of the Tulsa, Oklahoma-based Brunswick Outdoor Recreation Group reporting to Jim W. Dawson, President of the Group. In addition to American Camper, other units in this group are Roadmaster bicycles and Zebco fishing tackle. Completion of the transaction, scheduled for early 1997, is subject to customary closing conditions.

Headquartered in Lake Forest, Illinois, Brunswick Corporation is a multinational company serving outdoor and indoor active recreation markets with consumer products that include Zebco and Quantum fishing reels and reel/rod combinations; American Camper and Remington camping gear; Roadmaster bicycles; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables; Sea Ray and Bayliner pleasure boats; Boston Whaler offshore fishing boats; Mercury, Mariner and Force outboard engines and MerCruiser stern drives and inboard engines.