Here's our newest glove  And here's the inside story

Our new Double-A glove is for the very serious golfer. Controlled tension at the back of the hand eliminates bagging across the palm. It also assures a taut, skin-thin fit for the life of the glove. And there's a tacky touch that lets you grip with confidence.

The leather? Cabretta. An expensive South American hide that combines delicacy with durability. We cut it by hand to guarantee uniform fit. But the real story of our new Double-A glove is inside — in those two V's that start at the thumb, and go clear across the back.

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Eddie Susalla, General Manager, is shown at the left with Golf Professional Don Whitt.

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