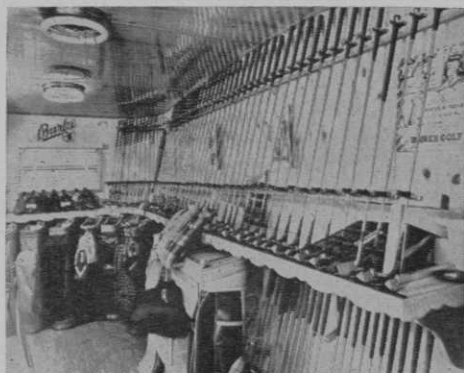


**BURKE TRAILER TAKES
LINE TO PRO'S SHOP**



Burke Golf salesman Sammy Sligh, covering Illinois, Iowa and Minnesota; and Jim Vincent in Florida during the winter, have been able to save pro time and their own with a specially designed Indian Trailer.

The trailer has a knotty pine interior with racks for holding clubs and bags and spike-resistant rubber flooring. It pulls up close to the pro shop where the pro can come aboard and look over the entire Burke line, sometimes getting immediate delivery on items.

Clubs and bags don't have to be hauled into the pro shop which often is already quite crowded with inventory and where the pro is subjected to interruptions that interfere with his buying job.

**Midwest Industrial Event
Has 384 in Field**

A field of 384 industrial golfers competed for the team and individual championships of the Ninth Annual Midwest Industrial Golf Tournament held August 21-22 at Southmoor CC and Silver Lake GC in the Chicago district.

Ray Chamberlin of Abbott Laboratories, displaced defending champion George Victor of the Victor Mfg. and Gasket Co. of Chicago with a 36 hole score of 74-72-146. Victor and Mike Andonias of General Motors Corp., Pontiac, Michigan, tied for second place with 74-74-148.

The General Electric Aircraft Division team of Cincinnati, Ohio, nosed out last year's team champions, the Wright-Patterson No. 1 team of Dayton, Ohio, by one stroke to take the 1954 team title with a two day total of 316-307-623.

The two day event consisted of 18 holes of play at each of the two golf courses by the 96 industrial teams.

Canton, Ohio has been selected as the site of the 1955 tourney to be hosted by the Timken Roller Bearing Co.

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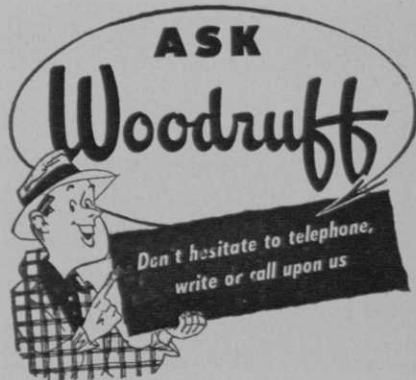
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Turnesa and Fazio Organize Golfers Tour of Italian Courses

Jim Turnesa and George Fazio will lead the first international flying golf tour this fall in cooperation with LAI-Italian Airlines.

The trip, for men only, will leave New York Idlewild Airport October 5 and return October 19. The group will enjoy guest privileges on five of Italy's finest courses; the Rome GC., Gli Ulivi G&CC., San Remo; Golf Club of Ugolino, Florence; Golf Club Villa d'Este, Lake Como; and Milan Golf Club. Turnesa and Fazio will golf with members of the tour.

There will be trips to famous spots in each city, reservations at the finest hotels (Ziga chain), and dining at Italy's most talked about restaurants.

The price of the tour (\$1500.00) includes transportation via LAI-Italian DC-6 Airliner, hotel reservations, meals, transportation to and from golf clubs, greens and caddy fees and gratuities. For further details write: Marshall Bachenheimer, 161 E. 37th St., New York 16, N. Y.

RAY COOK MADE MGR. OF NEW WILSON BAG PLANT

Ray Cook, mgr. of the Wilson golf bag factory at Buffalo, N. Y. since 1944, has been appointed resident mgr. of the company's new bag factory at Springfield, Tenn. He will supervise activities of both plants.

Cook has been with Wilson for 23 years, starting at the Buffalo plant shortly after it opened.

A. F. Vaughan, who has been asst. mgr. at the Buffalo plant, has been promoted to mgr. of that factory.

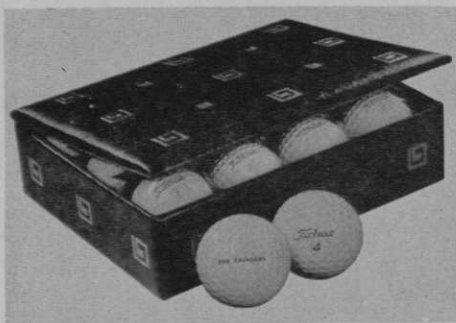
MacGregor "Toney Penna" white woods, custom-made, and pro-only, are selling even more than expected, Henry Cowan, says. The woods are made for men and women.

BEN HOGAN NOW SHIPPING HIS CLUBS

On Aug. 17 the first set of irons off the production line at Ben Hogan Golf Co., Ft. Worth, Tex. were shipped air express to Bob Riley, pro at Forest Park GC, St. Louis, Mo. Riley's order was the first received by Ben when he announced his line.

Hogan's insistence on precision manufacture that exactly suited him delayed production. Now with the personnel and production details operating smoothly Hogan expects to make up for the time spent in getting production on a highly satisfactory basis.

**ACUSHNET HAS NEW
HOLIDAY GIFT BOX**



In accordance with past practice the Acushnet Process Sales Co. again offers for the holiday trade a handsome gift box with one dozen personalized Titleists, Finalists or Bedfords at regular prices with shipping charges included.

The item will be heavily advertised all through the Christmas buying season.

All profits on all mail-order sales will be credited to the pros.

**WILSON SALESMEN SEE
1955 GOLF LINES**

Wilson golf salesmen saw the company's pro line for 1955 unveiled at four meetings.

The company had its entire sales staff gathered at meetings held in Chicago, New York, Kansas City and San Francisco.

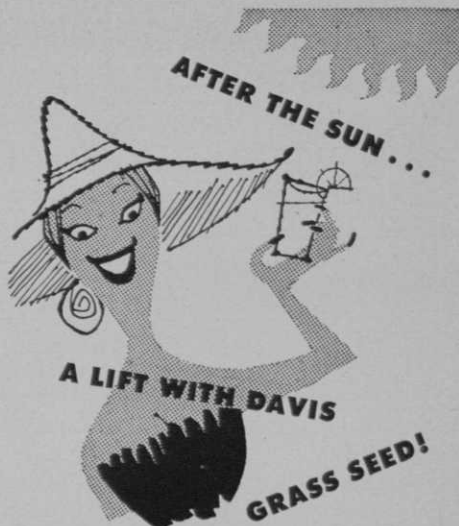
Wilson executives, factory experts and members of the Wilson golf advisory board, gave the salesmen talks on strong selling features of the new goods and the Wilson advertising and merchandising plans for helping pros sell.

**CHRISTMAS GIFT BALL
PACKAGES BY WILSON**

Wilson announces two new Christmas golf ball packages. One is a wrought iron container for a dozen balls that may be used as an ash tray or a plant holder. The other is a wrought iron letter and envelope holder after the six balls of this package are removed.

The golf ball packages come wrapped in brilliant Christmas paper.

Upjohn News, published by Upjohn Co., Kalamazoo, Mich., carries a story on 8 years of work behind development of Actidione. The product is a result of a search for an antibiotic effective against human fungus diseases. Upjohn's work with golf course supts. includes Bill Klomparens' diagnosis of more than 400 samples of diseased turf sent to Upjohn by the men in charge of courses.



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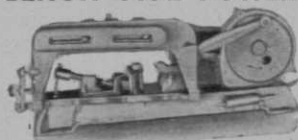
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SPALDING'S PRO GOLF SALESMEN IN ANNUAL SALES MEET

Pro golf salesmen for A. G. Spalding & Bros., came from all U. S. districts to the company's annual sales meeting at Chicopee, Mass. The fellows got close-ups from experts on the 1955 Spalding pro lines. Matt J. Kiernan, asst. vp in charge of Spalding's pro sales (left at rostrum) is opening the meeting.

NEW DURA-THIN DOT FEATURES SPALDING SALES MEET

An entirely new Dot ball, with new patented Dura-Thin cover, in the 1955 line was the highlight of the annual pro sales meeting held at the A. G. Spalding & Bros., Inc. Chicopee, Mass. plant.

"The new Dot incorporates the revolutionary developments," George Dawson, vp in charge of sales, told the pro salesmen. "Its exclusive new Dura-Thin cover is tough, yet thin and is the result of seven years of intensive research and development."

To go with the new ball is a brand new line of pro-only Top-Flite Synchro-Dyned woods and irons.

Now for the first time Top-Flite registered woods will come in sets of 1-2½-3½-4½ and 1-2½-3½.

A Youngster set of clubs was shown. Measuring only 35½ in. for the driver, down to 29¾ in. for the putter, the set is designed for children 8 years of age and younger. The set includes a driver, 3-iron, 5-iron, 9-iron, and putter.

Two new putters were also shown — one being a heavy-blade type designated as an "SLA" putter, the other a lighter one designated as "Tru-Line" putter.

The "Top-Flite" Sand Club has a new powerful blade of stainless steel with straight line sand-blasted face scoring. And the Top-Flite Wedge has a new head precision designed for accurate approach shots.

There were also shown a new line in golf bags, shag bags, and club bags, some available in matching Scotch plaids, and one as a three-bag ensemble.

A new type of a sling with full-length suspension that prevents the bag from tilting and the clubs spilling while being carried, is a new patented feature added to some golf bags in the 1955 line.

Mallinckrodt Chemical Works, Mallinckrodt St., St. Louis 7, Mo., makers of Cadminate, Calocure and Calo-Clor fungicides, have issued the complete report of 1953 turf fungicide trials, and will send it to golf course supts. on request.

SHOULD AULD ACQUAINTANCE



Davie Low (L) and Francis Gallett, years ago fellow workers in Bob Simpson's club-making shop at Carnoustie, meet again in Francis's shop at Blue Mound CC during the Western Seniors' tournament. Davie now has a shop of his own in Scotland and is taking a vacation to see old pals who migrated from the Craw's Nestie. Here he's inspecting the new Greenmaster putter that Gallett is having made to his design. Gallett's also importing some other special clubs to show along with the big stock of U. S. top brands he features in his shop.

**MEADOWTONE IS NEW
CARPETING FOR CLUBHOUSE**

In clubhouse decor is a new and different kind of low-cost, quality carpeting called Meadowtone. It is loomed of 100% pure linen fibres and has been designed specifically to meet the demand of decorators and architects for a smart and practical floor covering that will adapt to versatile commercial needs.

Meadowtone is said to be the only flaxen carpeting in all America. It is high in textural interest, harmonious with any furnishing motif and possesses wearing advantages for which pure linen is famous. It is mothproof, mildewproof, fire resistant and reversible for double wear. Styled in 10 coordinated color combinations and a variety of solids to blend with any decor. Available in rugs and broadloom widths to 15 ft. For other details, write: National Automotive Fibres, Inc., 13-174 Merchandise Mart, Chicago 54, Ill.

**U. S. RUBBER HAS TWO
XMAS BALL PACKAGES**



United States Rubber Co. is making its US Royals available in two Christmas packages.

The package shown above is holly green. It later may be used as a jewelry box or for cigarettes or cigars. This package is supplied to the pro so it can be sold containing a dozen or half-dozen balls.

The other Christmas package is the bright red plastic putting practice container with an opening 4 1/4 in. wide and side panels for retaining the putted balls. This sold big last Christmas. It comes with 12 U. S. Royals enclosed.

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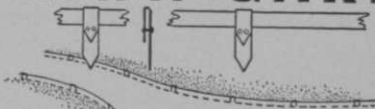
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