

EXCLUSIVE - Promoted for Pro Shop Sales



NEW
The Herringbone pattern
gives the finest
TRACTION ACTION

NEW *Golf Pride*
VICTORY GRIP

Here is your key to pro-shop progress!
Spark player interest. Use grips to build business.

SO MUCH THAT IS NEW.

NEW "Gripriite-Swingrite" form finder.

NEW Internal Rib for positive positioning.

NEW material discovered. Only grip material which will
not harden or glaze. Non-slip, any weather.

SELL—Golf Pride's **VICTORY GRIPS.**

**DRIVE FARTHER!
HIT STRAIGHTER!**

FAWICK FLEXI-GRIP CO.

Box 8072

Akron 20, Ohio

Golf Club Sales Show Increase in 1956

Sales of golf clubs for the fiscal year ending Oct. 31, 1956, totaled 4,057,492 units, 5.7 per cent higher than the sale of 3,838,353 units for the comparable 1955 period. Making up the total were 2,840,051 irons and 1,217,441 woods.

In releasing this report, Henry P. Cowen, pres. of the National Association of Golf Club Manufacturers, commented: "The golf market in 1956 continued to reflect a high level in both production and sales.

"Unseasonal weather," Cowen added, "raised havoc with normal anticipated play in many sections of the country well into late spring and even early summer, but by mid-summer it was apparent that equipment sales had taken an encouraging spurt and that inventories were moving out in healthy fashion. By fall no more than the usual seasonal carry-overs were on hand.

Prospects Bright

"Altogether, prospects for the industry in 1957 remain bright. Statistics compiled by National Golf Foundation reveal a nominal but steadily increasing number of par-

ticipants, and a similar continuing gain in golf course facilities. This upturn in overall golf activity is significant in that it reaffirms the progress being made in expanding the golf market."

Seniors Elect Watson

John Watson, pro at the South Bend (Ind.) CC, was elected pres. of the PGA Seniors to succeed Carroll McMaster at the association's annual meeting held at Ft. Harrison hotel, Clearwater, Fla.

Willie Whalen, Shuttle Meadow CC, New Britain Conn., was elected 1st vp; George Ferrier, Ridgewood (Conn.) CC, 2nd vp; and Ralph Beach, Suburban CC, Pikesville, Md., was re-elected secy-treas.

Tufts Again Heads USGA

Richard S. Tufts, Pinchurst, N. C., was re-elected pres. of USGA on Jan. 25 in New York when the association held its annual meeting. John D. Ames of Lake Forest, Ill. was renamed vp while all other officers and directors, slated for election by the nominating committee, were voted into office.