

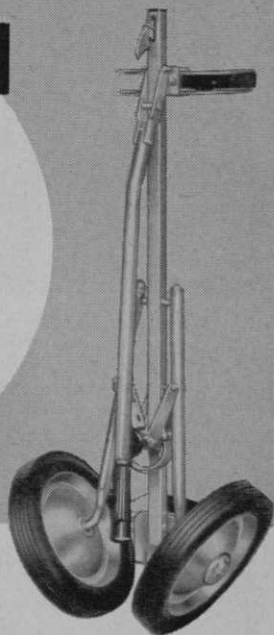
Get Your Cart Sales Rolling in a Big Way with this New Winner!

Announcing the All New 1955

"Pro" DELUXE
FULLY COLLAPSIBLE
CADDY CART



MODEL 6200
Net Wt. 13 $\frac{1}{2}$ lbs. **\$21⁹⁵**
10 x 1.75 Wheels



MODEL 6300 - Net Wt. 15 $\frac{1}{2}$ lbs. - 12 x 1.75 Wheels . . . **\$23⁹⁵**

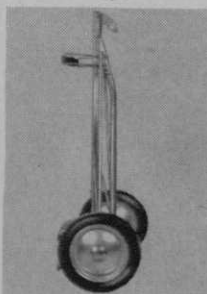
Here's the cart the golfers will be going for in a big way . . . because it gives them the features they want most, at a sensible price. In fact, no cart at any price can top it for all-around quality—for convenience, for appearance, for ease of handling and for rugged durability! Make it the "star" of your cart line—you'll find it an "all-star" profit builder!

HERE ARE SOME OF THE FEATURES THAT MAKE "PRO" DELUXE THE BEST CART BUY!

1. Lightweight Aircraft Design
2. Adjusts to Fit Any Bag
3. All Steel—Brightly Plated
4. Ball Bearing Wheels
5. Completely Assembled
6. Unconditionally Guaranteed

Direct All Inquiries to Manufacturer

UNITED METAL PRODUCTS Corp.
8101 LYNDON AVENUE • DETROIT 38, MICHIGAN



The Established

BEST SELLER in Low Priced Carts!

"Pro" SPECIAL MODEL 6100—Net Wt. 15 lbs.
CADDY CART

Has many features found in no other low priced cart! Fits any bag—folds in a flash with one hand—all steel construction—brightly plated—10" ball bearing, rubber tired wheels—hardened steel latch locks handle and wheels—unconditionally guaranteed. Shipped semi-assembled—assembly can be completed in a few minutes. **STURDY ENOUGH FOR RENTAL USE.**

Retail Price
\$13⁹⁵

PROMOTED BY MACGREGOR



MacGregor Golf team-mates promoted to new duties are (L) George Neeley, now head of Service dept. where he was second in command; Leon Nelson, former head of Service dept., and now chief of the Custom Club dept., and (R) J. Robert (Bob) Lysaght, MacGregor veteran who has been made asst. mgr., Factory Operations, coordinating all production.

NEW NADCO SPORTS CANE

Chrome plated aluminum construction of new Nadco sports cane is designed to avoid tarnish with no danger of finish rubbing off to soil user's hands or clothes, according to Bill King, sales manager, National Die Casting Co., 3635 West Touhy Ave., Chicago 45, Ill., makers of Nadco golf carts.

Other special features include com-

fortable seat of top grade saddle leather, lightweight construction that safely holds up to 500 lbs., and complete adjustability to any height.

NEW LOCKIE JUNIOR BALL PICKER

The Wittek Golf Range Supply Co. announces the new Lockie Junior Ball Picker. A motor scooter can push or pull this automatic picker, designed for use at those golf courses where practice tees are in use and for golf driving ranges.

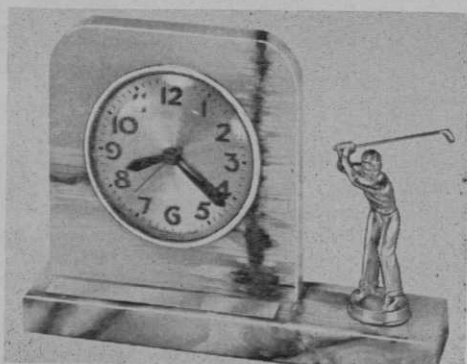
Made in two sections to allow greater contour flexibility in following uneven contour of field or fairway it has an overall coverage of seven ft. Sturdy heavy duty steel frame.

The cushion wedge pickup between semi-

pneumatic tires will not cut balls, preserving longer life of ball dimples. The single front wheel which guides the ball picker measures 10 in. x 2.50 giving greater maneuverability on the fairway.

For further details write Wittek Golf Range Supply Co. at 5128 W. North Ave., Chicago 39, Ill.

ATTRACTIVE CHRISTMAS ITEM



Sports Awards Co., 429 W. Superior, Chicago, Ill., suggest this highly polished onyx clock with Sessions movement for holiday sales. Available with male or female figure, it is 6 $\frac{3}{4}$ " by 9 $\frac{3}{4}$ " and comes with optional engraving plate.

FREUND APPOINTED VICTOR ELECTRICAR SALES MGR.



William J. Freund has been appointed sales manager of the new Electric-Car Division, Victor Adding Machine Co. His appointment to head sales activities in this newly established division has been announced by VP A. C. Buehler, Jr.

Freund will devote his efforts to expanding the market for these electric power driven vehicles. With five models in the Victor line he expects to outline many uses for them in industry as well as on golf courses.

SPALDING PROMOTES WILLIAMS, CROSS; ADDS NEW PRO MEN

Amos H. Williams has been made Spalding's Asst. VP (Sales) and will be in charge of national sales and promotion, with headquarters at Spalding's 161 6th ave., New York executive offices.

Williams is widely known in pro golf and prior to promotion to his present ca-



Amos H. Williams



Harold Cross

Amos H. Williams has been made Spalding's Philadelphia district mgr. Harold Cross, for the past 1½ yrs. asst. to Williams.

Jim Paul and Ray Taylor have been hired by Spalding on its pro sales staff. Paul is covering southeast Georgia and Florida. Taylor is covering the Carolinas and part of Tennessee.

Taylor is prominent in southeastern amateur circles. He was executive sec., Carolina GA for 4 years and pres., Piedmont Golf League. He is a director of the Southern and Carolina golf associations. Prior to joining Spalding he competed in the previous 4 USGA Amateur championships. He attended the University of North Carolina. He is married and has four youngsters.

Paul is well known as an amateur golfer. He won the St. Augustine Championship of Club Champions in 1947 and the 1947 Florida winter championship. He has played a lot in the NY Met district and twice was finalist in the Long Island amateur. He qualified for the 1953 National Open.



Jim Paul



Ray Taylor

EAST SEAT-SCOPE NOW IN PRODUCTION

The East Seat-Scope, a combination sports seat and periscope invented by Victor East, widely known club manufacturing expert, now is being made in quantities to supply the market by The Maco Corp., Huntington, Ind.

East's device has been the subject of extensive interest since he began carrying an early model to tournaments a couple of years ago. The tube is of alloy steel, durably plated, and dull black finished inside for ideal optical conditions. High quality mirrors are set in precision mounting inside the tube. The field of the mirrors extends from a 12 in. circle of view 15 ft. away to a 60 in. circle at 100 ft. distance.

The seat is of highest grade saddle leather reinforced with strong duck to reduce stretching.

Each East Seat-Scope is registered by a serial number.

It's a quality item for pro shop business and should sell very well in Christmas business.

TIGWELL NAMED SPECIAL REPRESENTATIVE FOR K and N



Grant E. Tigwell

K & N Machine Works, Inc., 871 Edgerton St., St. Paul, Minn., announces appointment of Grant E. Tigwell as special sales representative covering the entire U. S.

Tigwell formerly was with International Harvester Co. where he held the position of sales mgr. for Minn. and Wisc.

His plans for K & N include: better service, more sales help and the provision of sales training aids for Ryan dealers.

Tigwell served three and one-half years in the Pacific during World War II as a U. S. Army Air Force pilot. He has studied machine tool design, has been a machinist and has had experience in advertising and sales promotion.

Born in Rockton, Illinois, Mr. Tigwell is 36 years old, and now resides at 2118 Bayard Ave., St. Paul with his wife Jean and children Grant Jr., 6 and Vicki, 3.

NADCO TELLS ABOUT NATIONAL CHRISTMAS ADVERTISING

Bill King, Sales Mgr., National Die Casting Co., 3635 W. Touhy, Chicago 45, announces that Nadco Christmas advertising will reach an estimated audience of

over 13,000,000 families, while trade advertising in GOLFDOM and other publications will keep sales personnel informed.

All golf pros requesting the material will get free easel cards, catalog inserts, statement folders and newspaper mats.

INCREASE, PROTECT PRO BIG LEAD IN QUALITY BALLS

By JOHN W. SPROUL

Golf balls represent a large share of the sales of golf merchandise through the pro shop. They are a steady source of income to the pro with a high rate of turnover, less risk of obsolescence, and are more responsible for constant pro-member contact than any other item in his shop. A member or player probably enters his pro's shop more often to buy golf balls than for any other single reason. Thus he exposes himself, right in the pro's own place of business, to being a prospect for all the other merchandise handled by his pro. Consequently, golf balls may be considered not only an important source of income for the pro but at the same time one of his best promotional items leading to the sale of other pro-shop merchandise and of his personal services, such as, lessons.

It has been encouraging to manufacturers and certainly to the pro to see the sale of golf balls—particularly the top grade balls—increasing proportionately in pros' shops. Also, largely because of the pro's influence on his playing members and the manufacturers' advertising and promotional efforts, the sale of top quality golf balls has increased substantially.

This means greater profits and more dollars and cents in the pros' pockets. For example, at present prices, the pro who sells 500 dozen top quality golf balls in a season will put approximately \$6,500 into his cash drawer, of which \$2,175 is gross profit.

However, if a pro sells 500 dozen second quality golf balls he puts about \$5,000 in his cash drawer, of which \$1,675 is gross profit. Carrying this one step further, if a pro sells 500 dozen third grade golf balls he collects a total of \$4,000, of which only \$1,325 is his gross profit.

In other words, by promoting and selling top quality balls to his members the pro increases his income substantially. As shown above he will have \$500 more profit from the sale of the same quantity of top grade balls as he would receive from second quality balls and \$850 more with which to pay his living expenses than from the sale of the same number of third grade balls. In addition, he will have more satisfied customers because his

members will get greater satisfaction and better results from playing with a top quality product.

Pros' Big Edge in Quality

One more important factor should be considered, namely, that the golf professional obtains a large share of the top quality golf ball market. To date in 1954 over 71% of all top grade balls combined have been sold through golf professionals' shops. This is an increase over 1953 and a big gain over pre-war years.

The manufacturer is happy and proud to plan his golf ball promotions in such a way that the pro can best capitalize on them. For example, in 1954 U. S. Rubber planned and carried out a promotional and advertising campaign that was specially designed to get results through the sale of U. S. Royal golf balls in the pro shop as follows:

1. Continuation of our well-established policy of selling U. S. Royal golf balls, only through pros' Shops.

2. Introduction of the now famous U. S. Royal in the Diamond marking. Here was something new for the pro to promote to his members. Many pros advised that it helped to increase their overall sales substantially, particularly in cases where their members, already stocked with golf balls, bought additional balls because they wanted to try out the newest and latest thing their pro had to offer.

3. Presentation in pro shops only, of an attractive compact and high-grade display case showing the new U. S. Royal in the Diamond Cover Marking so all members were attracted to it.

4. An advertising campaign on TV and in national publications designed to promote the sale of U. S. Royal golf balls through pro shops. In every advertisement and on all TV programs golfers were asked to "buy U. S. Royal golf balls at your Pro Shop".

5. An unusually attractive line of Christmas Golf Ball Gift Packages designed to contain one dozen and one-half dozen U. S. Royal golf balls, was presented to pros for sale to their members. Many, many extra dollars of sales are going into the pros' cash drawers as the result of this holiday gift package promotion.

The aggressive pros are turning this normally slack season into one of their most profitable seasons of the year by promoting these exceptional values to their members. To assist the pro, U. S. Rubber has provided, free of charge, attractive, illustrated, order-blank leaflets for mailing to members and a very attractive counter display piece for his shop.

These and many other Pro-Promotions, such as, match and medal play score cards, U. S. Hole-in-One medals, calendars, etc., are made available to pros throughout the year by U. S. Rubber and will be continued on a new and improved basis again in 1955. We urge that all pros take advantage of these services. Ask your "U. S." salesman or write us direct for full information.

A surprise in golf headwear last summer was the pith helmet, originally produced by Men's Hats, Baltimore, Flip-It div., as a tie-in with the Ramar of the Jungle kid TV show. The company got making it in a man's size with adjustable headband and it was discovered by golfers.

JACOBSEN'S DISTRICT SALES MANAGERS SEE NEW MOWERS



As Jacobsen Mfg. Co. national sales conference headliners were (L to R) V. E. Bunck, Verne Martin, Pres. O. T. Jacobsen and C. A. Livesey.

Some 45 district sales managers, company officials and members of subsidiary firms attended the recent Jacobsen Mfg. Co. sales conference in Racine, Wis. Feature of the 4-day session was the introduction and field demonstration of 5 new models by the company which makes power mowers, snow plows, leaf mills, and allied equipment.

Featured speaker during the sales meeting was Verne Martin, retired general sales mgr. of the Maytag Co., Newton, Iowa.

Jacobsen officials introduced during the sales parley included O. T. Jacobsen, pres.; E. A. Jacobsen, vp and GM; J. F. Costello, treas.; and V. E. Bunck, asst. treas.

Leading various discussions during the week were C. A. Livesey, sales mgr.; O. R. Lawson, and F. C. Ranney, asst. sales mgrs.; and R. J. Thomas, sales promotion mgr. Ranney also was in charge of the field demonstration at which the new models were introduced.

One of the new models is the 21 in.

Manor power mower with optional riding sulky and adjustable handle.

Also introduced was the 21 in. self-propelled rotary mower with suction lift rotor at a medium price.

The third model introduced during the sales meeting was an 18 in. rotary mower which incorporates a suction lift Jacobsen rotor. This model, along with all other Jacobsen models, has a recoil starter, a feature that Jacobsen pioneered in the field.

A combination Edger-Trimmer is another Jacobsen innovation shown at the meeting. This multipurpose unit can trim horizontally, and perform edging duties vertically. An adjustable wheel allows the user to work along a gutter and trim along a curb at the same time.

A 10 in. trimmer was the fifth of the new units introduced by Jacobsen.

ROSEMAN'S NEW TOOL FOR SEED BEDS

Roseman Tractor Equipment Co., Evanston, Ill., has a new patented Tiller-Rake designed to work with the Ford, Ferguson and other tractors having 3-point hydraulic-lift systems.

The Tiller-Rake does four turf installation operations in one. Scarifying, level-



ing, grading, and raking are all accomplished with the same implement, resulting in seed bed preparation in the short time. No hand labor or raking is required. Substantial savings in tractor operation and man hours are possible with the Roseman Tiller-Rake and the need for taking plows, discs, meekers, blades and drags to and from the job is eliminated. Other uses, in addition to seed bed preparation, include remodeling, reshaping and leveling of greens, tees and bunkers. The uniform spreading of cinders, sand, gravel, crushed stone and asphalt in driveway, parking lot, and road building maintenance is also accomplished in a very efficient manner with the Roseman Tiller-Rake.

Complete information, including descriptive literature and prices, is available from your local tractor dealer, or from the manufacturer.

there may be mystery in
a golf putter?? but

FACTS alone sell SQUIRE SLACKS

Largest selection of Quality Golf and Dress Slacks. The latest in fabrics and styling. Slacks that have them coming back for more because of *Top Quality, Sensible Prices, Custom Fitting* features and last, but not least, *Immediate Delivery*, direct from Manufacturer.

Net Result: the best selling season leading pro-shops have ever had.

We feature: *Forstmann Doeskin* (9 colors), *Dacron-Linear* Golf Slacks with adjustable half-belt (10 colors), 12 shades of 100% wool sheen gabardine and 15 shades of imported and domestic flannels, 10 shades of fine 100% wool tropical, etc.

**Special Handling of
Christmas Orders**

For free catalog and samples, write to:

SQUIRE SLACKS Golf Department
18 West 20th St.
New York 11, N.Y.

Season's Greetings

MOST ADAPTABLE SPRINKLING EQUIPMENT

Rain Bird Sprinklers and Nelson "Quick Coupling" Valves provide unsurpassed watering capacity, convenience and long, trouble-free service. Can be adapted for sprinkling square or round areas, half or quarter circles, along walks or in corners.

As shown herewith, valve key, with sprinkler attached, is inserted into top of valve. Full turn of key releases water into sprinkler head. Reverse turn shuts off water.



Write for literature on the
world's most complete line of
lawn sprinklers and valves.

NATIONAL

RAIN BIRD SALES & ENGINEERING CORP.
AZUSA, CALIFORNIA

RAINY SPRINKLER SALES

609 WEST LAKE ST., PEORIA 5, ILLINOIS

**LUMEX "E-Z-CART"
IN NEW STYLE**



C. E. Murcott of Lumex, Inc., 11 Cleveland St., Valley Stream, N. Y., says the company has just completed final development and testing of its new "E-Z Cart," which is now in full production. Features include comfortable Saran plastic web seat, adjustable axle width for greater stability, 12 in. ball bearing semi-pneumatic wheels for easy pulling, gentle bag supports that will not mar, double strength lightweight frame of rustproof, polished aluminum. Cart folds compactly in 10 seconds to fit car trunk or locker.

DOLGE NP WOOD KILLER SCORES IN FIRST YEAR

C. B. Dolge Co., Westport, Conn., makers of numerous chemical products used in course maintenance and in clubhouses, says its NP weed killer got high approval from supts. its first year of use.

NP is a readily soluble powder, sprayed, sprinkled or used dry and washed in by rain to kill weeds on contact and by working down to roots. It remains in suspension and is non-corrosive and non-flammable. It got big use in traps and on club roads.

Dolge has among its new items for 1955 Rounds, an all-around deodorant for lockers, washrooms, and elsewhere.

PROFESSIONAL GOLF HAS NEW METZ AND HARPER CLUBS

Professional Golf Co. of America, Chattanooga 2, Tenn., introduces in its 1955 line the following new items:

The Dick Metz "Personalized" woods and irons which are available with the Metz Counterbalance Adjustable Swing Weight, as are the new Chandler Harper

"Personalized" woods and irons. In addition are the Chandler Harper "Virginian" woods and irons. These have the same heads as the Harper "Personalized" clubs and have True Temper Step-Down shafts, Flange-Wrap grips and weights C-9, D-1 and D-3.

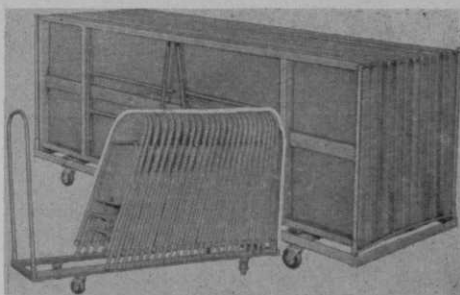
Professional Golf also has a complete new line of accessories including Dick Metz gloves, Flange-Wrap grips, clubhead covers, and golf bags in each price range.

MONROE TABLE, CHAIR TRUCKS EASE CLUB PARTY JOB

Paul Monroe, senior partner of The Monroe Co., 12 Church Street, Colfax, Ia., tells of a new line of trucks for folding tables and chairs.

Termed the Transport-Storage series, these trucks are of electrically welded, all-steel construction. Because the trucks are equipped with four swivel casters, they may be moved in any direction and may be turned in a circle only slightly greater than the length of the truck. By using these trucks, clubs may store folding tables and chairs in unused hallways, closets, under stages and in many other small spaces.

The Monroe Co. claims that when these trucks are used to transport and store



Monroe trucks for easy handling of tables and chairs.

folding tables and chairs, two men can clear a room six times more rapidly than when the tables and chairs are carried by hand.

BALL INITIAL MARKER AT LOW PRICE

B&R Ball Marker Co., PO Box 6095, Long Beach 11, Calif., is making an inexpensive initial marking device for golf balls. The outfit has metal type, an indelible ink and a grooved guide for neatly initialing each ball without injury to the ball cover.

GENERAL STEEL LOCKER ROOM EQUIPMENT



GENERAL STEEL PRODUCTS CORP.

FLUSHING 55, NEW YORK. INDEPENDENCE 3-3000

Our experienced sales engineers are available.

TESTS SHOW PERFORMANCE OF MALEIC HYDRAZIDE IN ROUGH

Growth of grass around bunker edges, along creek banks and in roughs was chemically controlled in tests made last season at several Long Island, N. Y., golf courses.

The chemical used was MH-40 (maleic hydrazide), a growth regulator developed by the Naugatuck Chemical division, United States Rubber Co. The golf course tests indicate it will temporarily stop the growth of grass for periods up to five weeks without causing injury.

More extensive use of the chemical on golf courses is planned for this season. It promises to be a time and money saver in rough areas which must be trimmed by hand.

TRUE TEMPER HAS NEW SHAFTS FOR 1955

Ray Gutz, Merchandising Mgr. of the True Temper Corp., reveals that in addition to the now famous Rocket shaft, True Temper will supply leading club makers with the "Meteor" and the "Century" shafts.

The Meteor is a high quality shaft employing the same steel used in the Rocket, but with fewer step down graduations,

and will be used in the popular priced club lines.

The Century shaft will also be made from boron alloy steel, with step down construction, but with still fewer steps, and is designed primarily for lower priced clubs.

During 1955 True Temper will also announce an entirely new shaft designed exclusively for junior golfers with the right flexibility and length for this ever increasing market.

WILSON'S NEW "STAFF" BALL RESULT OF LONG WORK

Wilson comes out with a new golf ball with the first all-liquid center featuring a green additive called X2F.

In announcing the new golf ball—called the Wilson Staff and to be sold only through pro shops — Wilson Sporting Goods Co. Pres. Fred J. Bowman commented:

"The new Wilson Staff golf ball liquid center contains X2F, an important additive. This new energized center compresses differently than any other center. As a result, the energy from the club head is instantaneously and uniformly distributed to all parts of the winding. It is the result of 10 years of research.

Supplying You ... with quality equipment

Goldthwaite's
TEXAS TORO CO.

*SOUTHWEST'S EXCLUSIVE TURF EQUIPMENT HOUSE

122 South Main
FORT WORTH, TEXAS

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CHEMICALS • WATER HOSE • COURSE SUPPLIES

★ Serving Texas and The Great Southwest Since 1928 ★

"Proceeding from the core out toward the cover, the new ball demonstrates recent advances in rubber technology. These have enabled Wilson to manufacture thread and tape for winding with a substantially higher tensile strength and greater resilience.

"In addition, a new dry lubricant called Atomite provides another important advancement in winding. Of such extremely fine particle size that this material flows like a liquid, Atomite lubrication of the winding materials adds to the resilience of the ball in play. By allowing adjoining layers of winding to slide over each other when the ball is distorted at impact, Atomite enables the ball to recover its original shape rapidly and to give the feeling of exploding off the club face.

"The Wilson Staff's new blended cover insures more sensitive feel and full distance. This new blend offers a thinner cover — yet retains playability requirements.

"The already popular Wilson All-White paint and number stamping from 1-12 in each dozen Wilson Staffs for easy identification round out the important elements in the new ball. All have been thoroughly tested.

"One of the more fascinating parts of the new ball story has to do with the

intensive testing undertaken. Following 10 years of technical research and hundreds of laboratory tests of new materials, 9 types of test balls—embodying many different ideas—were produced. These were dispatched throughout the United States, identified only by code numbers, for thousands of play-tests by leading golf professionals and players of all handicap classifications.

"Wilson golf ball specialists were amazed when a high percentage of all those testing chose the ball labeled No. 21, not only as the best of those tested, but as one of the finest golf balls they'd ever played."

WORTHINGTON INTRODUCES NEW TRIPLEX MOWER

Worthington Mower Co. of Stroudsburg, Pa., has just introduced a new self-propelled, three-gang, "ride-on" mower known as the Triplex.

This new mower, with automotive wheel type steering, is powered by a 7½ hp., 4-cycle, air-cooled, gasoline engine that has an additional 1 hp. of reserve power that can be called upon when needed. The powerful unit has mowing speeds up to 8 m.p.h., and can climb grades up to 36 degrees. Over normal ter-

TURF that Speaks for Itself!

BERYL TAYLOR BUILT FINE TURF AT IOWA STATE WITH

MILORGANITE

Among his other duties at Iowa State College, Ames, Iowa, Beryl Taylor has charge of all athletic field turf, including the college golf course, which is a fine, sporty course.

There is no better turf on any football field than at the Iowa State stadium. Other athletic fields, the bowling green and the golf course are in good condition throughout the growing season. They are a tribute to the skill of Beryl Taylor.

Ever since Taylor took charge, and before that, the Athletic Department of Iowa State College has used a carload or more of Milorganite each and every year.

If you have a turf problem, let us help you solve it. Consult:

Turf Service Bureau

THE SEWERAGE COMMISSION, Milwaukee, Wis.

GOLF CLUBS
USE MORE

MILORGANITE

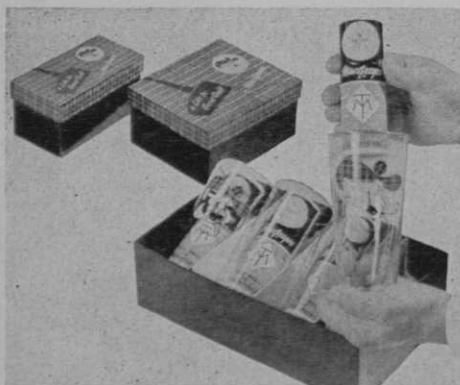
THAN ANY
OTHER FERTILIZER

rain, the Triplex can mow up to 30 acres per day.

The Triplex is constructed so all three 30 in. mowers cut the grass before the wheels. Although this new mower cuts an 85 in. swath, it can be maneuvered around trees, monuments or other obstructions and get under low-hanging limbs or shrubs with ease. The free-swinging, side-wing mowers can cut 45 degrees above or below the horizontal. When the side-wing units are raised and stopped, the Triplex can get into narrow places and use the front unit to cut a 30 in. swath. Each cutting unit has a five-bladed, eight inch welded steel reel.

The Triplex has automotive brakes as control insurance. Its seat is spring cushioned.

MACGREGOR 1955 LINE HAS MANY FEATURES



MacGregor Golf Christmas golf ball package has each tube of three MT balls contained in a decorated glass.

Reception of the new MacGregor Golf's 1955 pro line has been one of the most enthusiastic in the company's 57 years experience, says Bob Rickey, MacGregor's sales mgr.

Rickey continues:

"All Tourney irons, which include the MT, Armour and Suggs models have been redesigned to incorporate the beautiful grinding and bright chrome plating formerly seen exclusively on custom made clubs. All these models will also feature the new, eye catching Colokrom faces, not only beautiful in appearance, but also a distinct improvement in playability. The attractive two color face "frames" the actual hitting area and "grips" the ball at impact for greater accuracy.

"A striking new two colored leather grip has also been developed, which will be featured on all MT, Armour and Suggs Tourney model woods and irons. To serve the ever increasing number of left-handed



New Toney Penna P83 model, last year for staff players' use, now added to 1955 MacGregor line.

golfers, MacGregor has designed an MT iron and wood, which will mark the first time this popular model has been available for the left-handed player.

"The Toney Penna P83 wood, which has been used so successfully by many top tournament players during the past year, has been added to the 1955 line and will be carried as a stock item at stock prices, though made to the identical specifications as the custom model was a year ago.

"The demand for utility woods has continued to grow so fast that No. 5 woods are being added to exactly match the Armour 653, 653T and M65W models this coming year, thus making a total of eight different No. 5 woods that will be stocked to match different key models in this year's line. A full line of deep face drivers and No. 6 woods will also be carried as stock items.

"The MT golf balls continue to grow in sales as a result of Bob Toski's victory in the "Worlds" and George Bayer's long hitting. The MT Christmas golf ball program which offers this fine ball packaged in an attractive Libbey glass tumbler in units of one dozen, 1/2 dozen, and 3/12 dozen, has proven a very successful merchandising program.

"MacGregor will also offer this year another MT ball, the X385, which will be specifically made and packaged for lady golfers, who previously have been forced to use high compression balls made for men. Both the men's and ladies' MT balls will be packaged in a new and improved three ball metal tube, which will be easy to display and sell.

"The attractive Tufhorse pro only golf bags will again be featured as an integral part of MacGregor's 1955 line. Many refinements have been added to these models such as leather reinforced side panels to prevent excessive wear and larger and improved ball pockets. These bags will continue to be available in all competitive price brackets, as well as restricted to exclusive pro distribution."