

UNIROYAL

NEWS

magazine of
UNIROYAL LTD.

**JACK
NICKLAUS
1966
BRITISH
OPEN
CHAMPION**



The Story of the Launch

Since we resumed golf ball manufacture four years ago on a contract basis it was always on the cards we should one day be back in our own right, thus bringing back into golf in this country an organisation that was part of the British golf scene between 1911 and 1951—then known as North British Rubber.

Six months ago we started planning production, packaging, promotion after negotiations had been initiated with Jack Nicklaus. Specification of product was established with closer compression tolerances than competition after months of lab. testing and actual field trials by Nicklaus in America and Peter Townsend in this country. Despite all this it is remarkable how well the secret was kept of our re-entry into golf—and with such a big name as Jack Nicklaus. Incidentally Jack will play the new ball in the British Open at Hoylake next month.

Unusual Box Design

Presentation of the product is vitally important if it is to catch the eye on the counters of the pro. or sports shop. The final box design achieved that. Simple in colour—only black and Uniroyal blue—it is so different to competing brands that it immediately commands attention.

It was decided to channel distribution within the sales outlets of William Thomlinson Limited of Glasgow, because of their specialised connections in the trade with which we ourselves have not been active in the past 15 years. After the Sales briefing meeting on 8th May we mailed sample packs to all golf professionals: there was also a mailing to sports shops. By 15th May all the trade knew about the new Jack Nicklaus/Uniroyal ball. Coincidentally we released the news to golf writers.

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Play the ball that Jack plays



JACK NICKLAUS recommends the new 1.62 UNIROYAL golf ball

After a 15 years gap we are back in golf ball manufacture in Great Britain on our own account. And what a spectacular return—a ball carrying the personal recommendation of the international star, Jack Nicklaus.

That was the big news released last month, news that was welcomed in the trade as well as by golfers anxious to try out the new ball for which we claim greater consistency than any other in the U.K. because of the close compression range we have adopted.

Premium Quality Ball

At our Dumfries factory the new Jack Nicklaus ball went into production two months ago after considerable development and using the most advanced techniques in the world. This is a premium quality ball, manufactured to close limits of compression and flight characteristics, retailing at 5/6.

The Uniroyal name is a leader in golf ball circles in America. Manufacturing techniques developed over many years in the States have been harnessed by our technicians in Scotland—the result, a ball specially designed for the British market, chosen by Jack Nicklaus after considerable elimination and tailored to the golfer who can expect the greatest aid to his game in consistency of performance, outstanding initial velocity, high resistance to cover damage ensuring maximum life. The Jack Nicklaus signature appears on one pole, Uniroyal on the opposite.

“The ball that Jack plays”—the first time a British golf ball has been named after the current Open Champion—is certain to find a ready acceptance among golfers throughout Britain this season.

8th May was the briefing day in the Board Room at Heathhall. Distribution is being handled by the well-known sports firm, William Thomlinson Ltd. of Glasgow who are closely associated with golf professionals and sports dealers through their “Greban” golf bags, trolleys and leather goods. Our photograph was taken at the close of an intensive presentation of product, advertising, sales promotion. By the following day the Thomlinson sales force were covering their individual territories and with considerable success.

20-year-old Peter Townsend, former British Walker Cup player, who turned pro. six months ago and is considered one of the bright young prospects in British golf, is playing the Jack Nicklaus/Uniroyal ball. Behind him on right is Jim Stevenson, Golf Ball production superintendent and George Keeton, Development, checking test balls when Peter visited Dumfries for a special try-out before production got under way.

