SA - SALES APPEAL
AND SPORTS ACCEPTANCE
THEME OF WILSON SALES MEET


The 1953 spring and summer meetings of the Wilson Sporting Goods Co., held for the first time on a regional basis, began in Chicago and were followed by similar meetings in Kansas City, Philadelphia and San Francisco.

The 1953 line of golf equipment includes Staff Model No. 7 and No. 11 woods; new Gene Sarazen golf clubs specially made for young men and ladies; an entirely new Hagen line; a completely new Country Club golf bag line; and the new Top-Notch and Jet golf balls.

Staff Model No. 7 woods, the latest addition to the Wilson pro only line, are designed with pear-shaped heads, longer faces giving more loft for easier play, and finished in jet black.

A new model in persimmon, called Staff Model No. 11, is another addition to the 1953 line. Cherry finished, the No. 11 features an ebony face insert with wide face scoring filled with white for contrast.

Included in the new Wilson Model Y-53 Gene Sarazen golf set for golfing youth are a brassie and spoon of Strata-Bloc construction finished in walnut, 3, 5, 7,
Men Who KNOW Specify MILORGANITE for Better Turf!

Greenkeeping Superintend- ents, who know the score when it comes to the successful development and maintenance of exceptional greens and good fairway turf, specify and use more MILORGANITE than any other fertilizer. A carload a year usually takes care of the requirements for a well-kept 18-hole course.

MILORGANITE produces vigorous, healthy, weed- and drought-resistant turf that keeps your Club membership and guests both happy and enthusiastic.

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NOW A STRONGER, HEALTHIER TURF AT LESS COST
MICHIGAN PEAT
NATURE'S FINEST SOIL BUILDER
Leading clubs maintain thick, healthy turf by building their greens with proper mixture of Michigan Peat, sand and soil. Michigan Peat makes heavy soil porous, binds light sandy soils, permits adequate aeration, holds water and plant food, allows grass to attain deep root structure. Invaluable for top dressing! Saves watering bills. Our staff will help you solve your problems and save money.

MICHIGAN PEAT, INC., 267 S Ave., N. Y. 16

and 9 irons and putter with attractive red stamping, and a newly designed lightweight golf bag.

A new chipper with an extreme goose-neck design and heavy flange sole, and a new Strata-Line putter, featuring Strata-

Manager Ed Rankin (L) of Walter Hagen Div. shows some of the ultra features of the 1953 line to salesmen Joe Dragoon, Tim O'Brien, Dick Link and Jim Wells.

Bloc head construction, are two scoring clubs added to the line for 1953.

Haig Ultra woods, matching clubs for the Haig Ultra irons, headline the new Walter Hagen line. Clubs are finished in midnight blue and trimmed with black and gold.

The 1953 Hagen line also introduces the H51 woods finished in Aztec red; the H52 woods with rich maroon finish; the H20 Model woods for men and the HL 11 woods for ladies finished in light walnut.

Forming an important part of the 1953 Christmas selling program, a dozen Top-Notch or Jet Balls will be encased in a handsomely styled Humidor container. Outside finish is smart-looking leatherette, in Forest Green, Saddle Tan or Burgundy.

Featuring Saran, a new synthetic material, the attractive 1953 Country Club golf bag line offers a wide range of colors in leather, nylon, vinyl and canvas.

Following the trend to lighter footwear for the golfer, the Wilson shoes feature a new application of Neolite soles in the men's and Avon Duflex in the ladies' with...
receptacles molded in both soles when produced.

The newly introduced Sportswear jacket, designed primarily for outeruse, completes the golf picture for 1953.

Almost anybody can be a pro shop merchant in the spring when the season is starting and customers are jumping with enthusiasm and eagerness to buy. But what really shows whether or not a pro is a businessman is when the season in the north may be coming toward its end. Then if the pro can promote play, keep golf interest keen and sell clubs, balls, bags and other merchandise he has in his shop, he's a businessman who is showing his worth to the club or course where he's located and he's preparing himself for a winter without worry.

—Henry Bontempo

BURKE'S 1953 LINE OF CLUBS PRESENTED AT SALES MEET

The all-new Burke line consisting of Recorded Woods and Punchirons, Registered, Hy-Speed, Farplay and Chick Harbert Woods and Irons was presented by Burke president, Jack Schram, to Burke Sales Representatives attending the Sales Clinic and tournament held in Newark, Ohio, August 14-15-16. The 1953 models together with Lady Burkes, Sav-A-Shot Special Purpose Irons, and numerous new accessories give Burke the biggest line in its history. All are now in production.

Climax to the meeting was the First Annual Burke Tournament in which several Ohio professionals also participated. Billy Burke, former National Open Champ and a member of Burke's Advisory Staff, won the tourney with a 65—one over the course record.

This is the time of the year when the pro should check up what his members have in their bags and see just what they need that will enable the pro to clean out his stock. With the trend toward fall and winter vacations growing the pro no longer has to think that the golfer at a club in the central states only has a month or so of the year left for the use of new clubs.

—Art Huebner

RAIN REM, NEW WATER REPELLENT

A new water repellent to protect fabrics against rain and moisture is announced by Speco, Inc., Cleveland, Ohio. It is known as Rain Rem, a colorless liquid compound possessing a special silicone base which, according to the manufacturer, waterproofs individual fibers...
without sealing open spaces between fibers or between threads in the weave and does not change the appearance or texture of treated materials. Fabrics can be laundered, dry cleaned and pressed without destroying effectiveness.

Rain Rem can be applied by brush, spray or dip. It is packaged in a 12-ounce "spray top" can and also in a 1-pint can.

SPALDING INTRODUCES SYNCHRO-DYNED CLUBS

The 1953 Top-Flite Gold line woods and irons manufactured by A. G. Spalding & Bros., Inc., will be made under a new scientific formula. After 25 years of research, Spalding has perfected Synchro-Dyned golf clubs in which every club—woods and irons—is designed to have identical contact feel.

The Synchro-Dyned formula assures a scientifically correct combination of head, shaft and grip weights which produces a set of clubs with centers of gravity in perfectly coordinated sequence. "Synchro-Dyned" thus means a method of weight distribution producing synchronized force. Spalding claims that Synchro-Dyned clubs have been put in the hands of hundreds of golfers and handicaps have been reduced by as much as one-third. Spalding further states that the Synchro-Dyned principle provides the nearest approach to complete golf shot control.

The first to make golf clubs and golf balls in the United States, Spalding developed matched and registered sets and have been responsible for many of the major advances in golfing equipment. The company feels production of the Synchro-Dyned clubs is a crowning achievement to a long list of contributions to the game.

WRITE FOR GOLF TROPHIES & PRIZES

FREE Gold plated Golf Pin. Safety lock catch $1.55 Plus F.E. Tax
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per, grinds them into minute particles and redeposits them as a soil mulch.

The machine is designed to eject sticks, stones, etc. without damage to the machine. Operator can keep rolling right over grounds where twigs are mixed with the leaves.

JACOBSEN’S NEW 30-INCH LEAF MILL
Jacobson Manufacturing Co., Racine, Wis., announces its new 30-inch Leaf Mill is now in full production. The Leaf Mill eliminates all raking, hauling and burning of leaves. It brushes leaves into the hop-

JOE FINN JOINS WILSON’S PRO SALES STAFF
Joseph N. Finn, well known and highly regarded member of the greater Chicago district golfing fold has joined the Wilson Sporting Goods Company team as a salesman in their professional golf department. A native born Chicagoan, and former city amateur golf champion, the handsome south-sider will devote his time and talents to professionals in the Wilson Chicago belt which includes the southern Wisconsin cities of Racine, Kenosha and Milwaukee. In addition to his knowledge of the game (he’s a former Olympia Fields champion) Joe’s 32 years of golf equipment sales and service experience in the district assures him an old-timer’s welcome among his many pro friends.

James G. Harrison
GOLF COURSE ARCHITECT

Member:
American Society of Golf Course Architects

R. D. #3, Box 372
Phone — Valley 3-3444
Turtle Creek, Pa.
Suburb of Pittsburgh
WILSON MAILS 3000 HOLE-IN-ONE AWARDS

More than 3000 hole-in-one certificates have been sent out to golfers throughout the country and in South America, Puerto Rico, Japan, Hawaii and other far off spots during the past few months by the Wilson Sporting Goods Co.

The handsome cartoon-style certificate was designed by Ted Drake. It can be obtained by sending a properly attested score card with your name and address to Wilson Sporting Goods Co., 2037 N. Campbell, Chicago 47, Ill.

DONALD BENSON HEADS TORO RESEARCH

Donald Benson, formerly manager of aircraft engineering for Northwest Airlines, has been named chief engineer of Toro Manufacturing Corp., Minneapolis, Minn., David M. Lilly, pres., has announced. He will be in charge of Toro's newly formed engineering research and development division. The division is housed in a building recently completed on the outskirts of Minneapolis, Minnesota.

Other promotions in the rapidly growing company are: E. S. Conover, vice pres. and treas.; V. R. Shiely, ass't vp; Bryant Larson, ass't. secy.

KROYDON IN PRODUCTION ON THEIR NEW "VERTABRAE" SHAFT

The Kroydon Co., Maplewood, N. J., announce production on their completely new "Vertabrae" Contro-flex golf shaft. The new shaft is the result of years of scientific research and is regarded by the Kroydon shaft and club experts to be the most advanced improvement in steel shaft design and construction in years. The new Vertabrae shaft for irons also combines advantages of the Kroydon Hy-Power shaft. The shaft shoulder is "built-in" rather than "built up" with a false shoulder, with the vertabrae appearing down the shaft below the grip. A tremendous "kick" is claimed for the new shafts for woods. Kroydon's shaft specialists say that the scientific use, location and displacement of the Vertabrae principle of structure amplifies the driving power wave impulse as the power is telegraphed within the shaft at impact. Full scale production on Vertabrae shafts already is in operation and models will be ready for delivery Nov. 1. The company's salesmen are now showing the new Kroydon shaft, on their fall booking swing.

BOUNCE GIVES TIRED FEET NEW LIFE

Putting tired feet on the run is the specialty of a new product called Bounce, a greaseless liquid which comes in a pliable plastic container for spraying on soles, toes, and ankles. It relaxes and refreshes feet with two or three sprays. Socks can be kept on while Bounce is being used as it is harmless to fabrics.

Golfers will appreciate the relaxing relief Bounce gives after a round of golf. The container, about twice the size of a cigarette lighter, fits into jacket or pants pockets. It is made by BOUNCE! Incorporated, Dayton, Ohio.

MacGREGOR SALES MEN PREVIEW 1953 LINE

MacGregor's salesmen get a look at the 1953 line at recent sales meeting held in Cincinnati's Sheraton-Gibson Hotel. All the MacGregor field men were in Cincinnati for the annual 4-day meet. Activity was high-lighted by a renewal of the salesmen's golf tournament.
WEST POINT ANNOUNCES NEW JUNIOR G-L MODEL AERIFIER

A new budget-priced self-powered Aerifier has been added to the Aerifier line manufactured by West Point Lawn Products Corp., West Point, Pa. It is the new Junior G-L model which includes many of the fine features of the standard G-L model.

The Junior G-L offers quality aeration at moderate price for parks, cemeteries, home lawns, golf course greens and tees, school grounds, athletic fields and landscape work. It is easy to handle, well adapted to confined areas with limited space for maneuvering and handles are adjustable to the height of the operator.

The Junior G-L cultivates a 20 in. swath, scoops out four holes per sq. ft., mounts a total of 32 spoons on four 8½ in. dia. discs. Spoons are the same patented design as those on the standard G-L model and any one of the three sizes may be used — ½ in., ¾ in., or 1 in. dia. Equipped with new, improved designed Flexi-press the Junior model cultivates at adjustable depths up to four inches. Engine is the Briggs and Stratton 2 h.p. model 6R6 with the added feature of a safety shutoff switch for the engine.

NEW TURF FUNGICIDE CHART

The Mallinckrodt Chemical Works, St. Louis, Mo., has prepared a new Turf Fungicide Chart which makes a handy guide to use for prevention and cure of five major turf diseases. A glance at the chart shows fungicide, amount to use, when to use, and how to use for control of brown patch, snow molds, dollar spot, copper spot and pink patch. The chart, 8 in. by 10 in. in size, is suitable for hanging in a convenient place for quick reference. Write for further information.
GAYBIRDS, INC. INTRODUCES NEW FREE-FOR-ALL JACKET

Gaybirds, Inc., 261 Fifth Ave., New York, N. Y., has hit a jack-pot in pro acceptance with their smart new Gaybird Free-For-All golf jacket, according to Claude Hastings, the company's sales mgr. Hastings, who can boast of one of the widest pro acquaintances in golf, has announced a "direct-from-maker-to-pro" selling policy for the new jacket, which he says brings an opportunity for the pros to sell the top quality jacket at an unusually attractive price. Excellently tailored to the patented Free-For-All free swinging design, the Gaybird comes in both single and reversible models. The material is water repellent 100% acetate, cut to full, good-looking length and is light in weight. The Gaybird comes in six colors—Blue, green, red, gold, maroon and natural, and in combinations of these colors in the reversible models. As a Christmas business help a four-color illustrated Gaybird folder, that fits a small envelope, is available to pros without charge, in sufficient number to mail to their members. For complete details of the Gaybird Free-For-All, pro sales policy and prices, and details of Christmas selling folders, write to company at above address.

SPALDING ANNOUNCES APPOINTMENTS

A. G. Spalding Bros., Inc., directors approved the following appointments at their meeting, Aug. 21: George Dawson was advanced to Vice Pres. in charge of sales; Amos Williams to Asst. V.P., and Frank N. Hiatt was appointed asst. general sales mgr. At the same meeting Spalding declared a regular dividend of 25¢ payable Sept. 15 to stockholders of record Sept. 8.

UNION HARDWARE BUYS BRISTOL; MAKES CHANGES

Union Hardware Co., Torrington, Conn., which recently bought the assets of the Horton Bristol Co., announces that Bristol golf club sales will be handled by Union Hardware sales staff. Union Hardware also tells of an extensive reorganization of its sales department and its wholly owned subsidiary, T. H. Wood Co. of South Coventry, Conn., and The Springfield Co., Springfield, Mass., with its Joseph T. Wood Division of Ware, Mass. Changes are announced by E. Morris Jack, Union Hardware pres. M. G. Meinig, former Merchandising Mgr. for Brunswick-Balke-Collender Co. and vp and gen. mgr., Wagner & Adler,
has been named Director of Merchandising and Sales for Union Hardware and its subsidiaries.

Milton L. Lundgren, formerly in sales executive capacities with Nesco and Anchor Hocking Glass Corp., has been appointed Gen. Sales Mgr.; Kenneth L. Douglas, formerly sales mgr. for Union Hardware, becomes Assistant Gen. Sales Mgr. for the parent company and its subsidiaries.

The reorganized department will be headquartered at Torrington and from there will handle all merchandising and sales efforts for Union Hardware roller skates and fishing rods, Springfield baseballs, softballs and golf clubs; Joseph T. Wood rink roller skate shoes and roller skate outfits, baseball shoes, bowling shoes, ice skate shoes and ice skating outfits, including Canadian Flyer ice skates, and T. H. Wood Company fishing lines. Bristol fishing rods will be handled by independent representatives to be announced.

Swinging Around Golf

(Continued from page 19)

schools . . . MacGregor Hunter, one of Willie's sons, out of Navy Air Corps after 22 months . . . He's working on a golf cartoon strip for newspaper syndication.

Robert McDonald, 13, son of pro Pat at Rob Roy CC (Chicago dist.), is Chicago District boy champion . . . Omer (Pete) Brogan, 35-year-old furniture salesman, who defeated 21-year-old Bob Scherer of Decatur, Ill., 4 and 3, for USGA Public Links title, plays at Montebello GC (Los Angeles dist.) . . . Dave Stanley, 501 Publinx champion, also hailed from Montebello . . . Brogan, like Boros and Jim Turnesa, won a 1952 national championship by artistic scrambling with approaches and putting . . . Brogan was trapped or in the rough on most of the holes of the Miami (Fla.) CC during the 33 holes he played of his final match.

Bobby Locke's 287 win of the British Open over Royal Lytham and St. Anne's 6.647 shows he's getting well again . . . Peter Thomson of Australia, 288; Fred Daly, Ireland, 289; Henry Cotton, England, 294; Antonio Cerda, Argentina, and S. L. King, England, 295; F. Van Donck, Belgium, 296; F. Bullock, Scotland, 297; and the first Yank in the United Nations event, Willie Goggin tied for 9th at 298 . . . Gene Sarazen, 300; Jimmy Hines, 302; Frank Stranahan, 309; 60-year-old Willie Hunter, playing on a vacation trip, took 74-83—157, and missed qualifying by 6 strokes.

Locke warned after 3d round of 74 for slow play . . . Got an hour for lunch, played the 4th round in half an hour less time than 3d round and got 73 . . . British enthusiastic about 50-year-old Sarazen fast play . . . Gene's two 69s in qualifying great performance.

(Continued on page 74)