

## East Is Wilson's Ad Manager, Lotz Is Assistant

J. Victor East, with Wilson Sporting Goods Co. since 1941, has been named Wilson's advertising mgr. Assisting him will be William A. Lotz, who joined Wilson last March after two years' service with the USNR and many years in the advertising business.

East has had a long and varied background in sports. From 1902-21, while he



J. Victor East

was professional for the Royal Sydney GC and later the Royal Melbourne GC in Australia, he conducted his own business of manufacturing golf clubs. In 1906 he organized the PGA of Australia and became the first Sec-Treas. of that body. He made a world tour with Joe Kirkwood in 1921.

In 1922 East became pro for the Biltmore-Forest CC, Biltmore, N. C. While there he, with Fred Newnham organized the PGA of the Carolinas and was elected its pres. In 1924 he became pro, and subsequently mgr., of the Longmeadow (Mass.) CC. After that, until 1941, he was retained by A. G. Spalding & Bros. as golf club designer, divisional manager in charge of golf club production, and executive in the production department of tennis, squash and badminton equipment.

Lotz's career in advertising began in 1929, when he joined the McJunkin Advertising Co. His other affiliations have been with: Gentry Printing Co., assistant superintendent; W. L. Stensgaard & Assoc., Inc., assistant art director and later service manager in charge of retainer accounts; Wilson & Co., Inc., production and sales promotion; Erla-Sentinel Radio Corp., advertising manager; Burton & Browne Advertising, account executive and copywriter.

June, 1946

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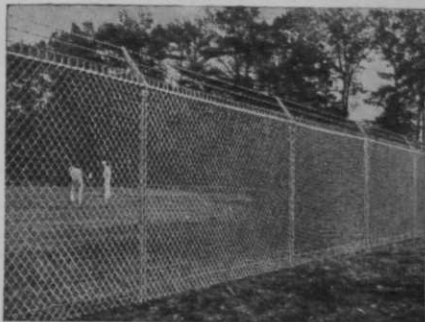
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