

### 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 Hypo-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 SALESMEN 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.