

Snead Target in Drizzler Driving Contest

"Slammin' Sammy" Snead will match drives with golfers throughout America in the "Drizzler Driving Contest" beginning March 20, which is sponsored by McGregor Sportswear. Fifty prizes — ranging from a one week vacation for two at White Sulphur Springs, West Virginia, complete with a daily golf lesson by Snead, to radio and television sets and golf equipment, will be at stake. In addition, the fifty finalists will each receive a McGregor Drizzler Jacket.

Promotion plans for the contest include a "tee-off" advertisement in full color in the March 19 issue of Life Magazine, followed by ads in more than 3,000 newspapers. Club professionals and McGregor dealers will be supplied with promotion and publicity kits to help take full advantage of local publicity possibilities generated by the contest. Pros who stage and supervise Drizzler Driving Contests at their clubs will be compensated by the sponsor for their services.

Snead will make three drives off the first tee at Greenbrier Country Club, his home course, on March 20 which will be measured by Cary Middlecoff and Gene Sarazen and officially recorded for contestants to shoot at. During the rest of the contest Snead, Middlecoff and Sarazen will comprise the National Rules Committee of the Drizzler Driving Contest with headquarters in New York City. The fifty finalists, selected on the basis of the longest average drives, will engage in a final driving contest for prizes on April 26.

Wilson's Bob Haggerty Dies

Robert Haggerty, Sr., a member of the New York office of the Wilson Sporting Goods Company for more than 30 years, died of a heart attack January 11, 1954 at the age of 57 years.

Haggerty was closely associated with the development of the company since joining the organization in May, 1923. His excel-

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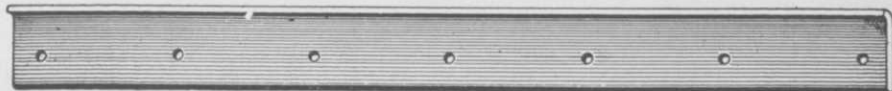
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