

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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lent work in professional golf activities was responsible for the establishment and growth of one of the finest pro golf divisions in the company. During his career with Wilson, Bob won the respect and affection of the entire industry, particularly in the eastern part of the country.

He is survived by his widow Elsie, and by his son Robert who is also a member of the Wilson staff in New York.

Fred Halloran Dies

Fred J. Halloran, for the past 22 years a member of the sales and service staff of George A. Davis Co., Inc., Chicago, died suddenly January 6, 1954, at the age of 54, after a brief illness. Born on an Illinois farm, Fred worked at a variety of jobs after leaving school until he joined the Marines, with whom he served in France in World War I. Upon his discharge he came to Chicago and began his turf field work as a power mower salesman. Fred won a host of close friends throughout Chicago's golf and park maintenance fraternity, particularly those of the North Shore district, who regarded his able, ever ready and sincere team-work one of their most valuable assets. He is survived by his widow, Frances, two sons, two daughters and a grandchild.

Supts.' Use of Research

(Continued from page 32)

one or two respects usually but in other respects may be no better than existing strains.

Ferguson said that not one of the 100 experimental strains pass tests warranting their release and even after these approved strains are available they require informed expert management. He referred specifically to Merion bluegrass resistance to helminthosporium and the hardness of U3 Bermuda in cooler climates as factors recommending the varieties in certain sections. He pointed out that varieties are not tested in every section before their release hence require adjustment by management to many localities.

Ferguson stressed that the finer-leaved Bermudas require special management techniques, especially in controlling their tendency to form thatch. Natural selection is the most important of the grass breeder's tools, said Ferguson in counseling supts. to be on the watch for grasses that are doing particularly well on their courses.

He said there was a parallel between a

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