

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

George Hageman tees off for Wilson Sporting Goods Co. professional golf gang with a bright sales fairway ahead. Back row: (L to R) Bob Chapman, Bob Robinson, Don Glover, Bill Henning, Gene Holmberg, and Cope Guice. Front row: Art Nordstrom, Bob Haggerty, Claude Hastings, L. G. "Plug" Osborne, Joe Finn and Walter Crowe.



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,

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

A new chipper with an extreme gooseneck 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

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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.

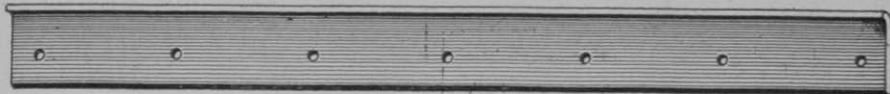
This is the time of the year when the pro should check up what his members have in their bags and see just what they need that will enable the pro to clean out his stock. With the trend toward fall and winter vacations growing the pro no longer has to think that the golfer at a club in the central states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

LAWN MOWER STATIONARY BLADES



We make these blades in several styles to fit the different makes and types of Lawn Mowers—including the small Hand Trimmer—Hand and Tee Mowers—Putting Green Mowers—Power Mowers and the large Gang or Fairway Mowers. Best quality knife steel, electric furnace heat treated to insure long wear and fully guaranteed to give complete satisfaction. You save important money buying direct from manufacturer.

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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

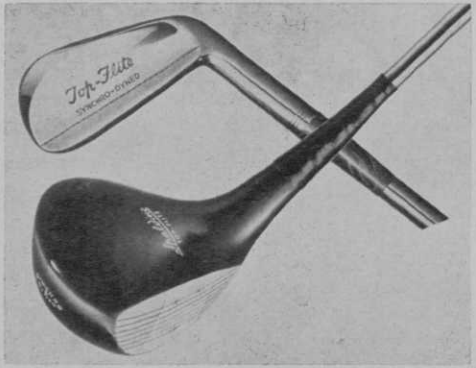
The 1953 Top-Flite Gold line woods and irons manufactured by A. G. Spalding & Bros., Inc., will be made under a new scientific formula. After 25 years of research, Spalding has perfected Synchro-Dyned golf clubs in which every club—woods and irons—is designed to have identical contact feel.

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 de-



veloped 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.

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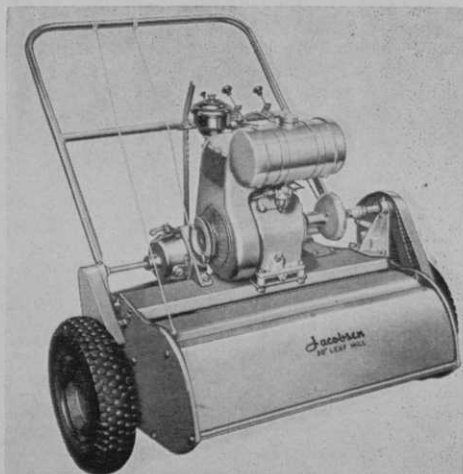
ALFRED H. TULL

Golf Course Architect

209 E. 49th Street
NEW YORK 17, N. Y.

JACOBSEN'S NEW 30-INCH LEAF MILL

Jacobsen 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-



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.

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

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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.

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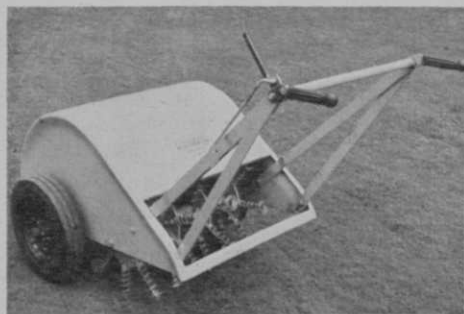
20 Vesey Street

Tel: Rector 2-2258

NEW YORK, N. Y.

**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 aerification 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 lim-

ited 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.

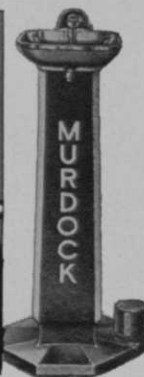
Now's the time to begin picking additional spots for the installation of new

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THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

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.



Geo. Dawson

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-Coffender Co. and vp and gen. mgr., Wagner & Adler,

"Liqua Vita has proven very satisfactory as a summer feeder here at Country Club. Color has been good and growth even throughout the summer.

"The fact that it can be applied with fungicides has been a most welcome labor-saver in these times of labor shortage."

Frank P. Dunlap
Supt., The Country Club
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- Aerifying equip.: Fairway green
- Architects: course house
- Ball washers
- Ball Washing Compounds
- Bent grass stolons
- Brown-patch preventives
- Compost, prepared
- Compost mixers
- Crabgrass control
- Divot fixer
- Drinking fountains
- Fencing
- Fertilizers
- Flags (greens) Flag poles
- Fungicides

- Gasoline engines
- Golf Course Const'n Engineers
- Hedge trimmers
- Hole cutters
- Hose, 3/4" 1"
- Humus
- Insecticides
- Lapping-in machine
- Miniature Course Const'n
- Mole traps
- Mowers: putting green whirlwind tee fairway rough hand
- Mower grinders
- Peat Moss
- Pipe
- Playground equipment

- Pumps
- Putting cups
- Refuse containers
- Rollers: power water filled
- Sand (for greens, tees)
- Scythes (motor driven)
- Seed: fairway green
- Sod cutter
- Soil screeners Soil shredders
- Sprayers: power hand
- Spikers: greens fairway
- Sprinklers: f'way green
- Sweepers (power or hand)
- Swimming Pool equipment
- Swimming pool cleanser
- Tractors
- Tractor wheel spuds
- Water systems, fairway
- Weed chemicals



Pro Shop

- Bags: canvas leather
- Bag carts, for players
- Bag supports
- Bag towels
- Balls: Regular Range
- Ball markers
- Ball retriever
- Bandages, adhesive
- Buffing motors
- Calks, for shoes
- Caps and hats
- Club cleaning machine
- Clubs: Woods Irons Putters

- Club repair supplies
- Club separators for bags
- Cushion-sole Inserts
- Dressing for grips bags
- Golf gloves
- Golf Grips: Leather Composition
- Golf Practice Devices
- Golf shoes
- Grip preparation for hands
- Handicap racks cards
- Mech. Range Ball Retriever
- Practice driving nets

- Preserver for leather
- Pro accounting book
- Rain bonnets (women)
- Range ball washer
- Score cards
- Sport seats
- Sportswear: Shirts Socks Sport jackets Rain jackets Windbreakers Slacks
- Tees (wood) plastic
- Tee mats
- Tees (rubber) for driving mats
- Teeing device (automatic)
- Tennis nets
- Trophies



Club House

- Air conditioning equip.
- Athletes foot preventives
- Badges (caddie and guests)
- Bars (portable)
- Bath mats
- Bath slippers
- Bars

- Deodorants
- Disinfectants
- Floor coverings
- Folding Table (Banquet)
- Kitchen equipment:
 - Dish washers
 - Frozen food storage
 - Ice cube machines
 - Slicing machines
- Link Type Mats

- Lockers
- Management Service
- Massage equip.
- Movies of golf subjects
- Playing cards
- Printing
- Runners for aisles
- Rugs
- Showers Shower mixers
- Step treads
- Towels: bath face

Send information

to: Name

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Position

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Secretary's:
name (Zone.....)

Add: Town: State:

Manager's:
name (Zone.....)

Add: Town: State:

Course Superintendent's: (Greenkeeper)
name (Zone.....)

Add: Town: State:

Professional's:
name (Zone.....)

Add: Town: State: