

### NEW GOLF RAIN GARMENT

Car-Blair Ltd., 40 W. 47th, New York City, are marketing a new vinyl plastic film rain coverall and matching hat which are wind, water and flame proof and resist mildew, peeling and fading. The garment is called "Zip-N-Dri," has zip front closure and accessible slash-thru pockets. In smoke color its sizes are small, medium, large and extra large. Complete info. from Car-Blair Ltd.

### LAMKIN SIMPLIFIES SCORING

Joe Lamkin, treas., Lamkin Leather Co., believing there's nothing like a personal demonstration to publicize the merits of his company's genuine leather grips, aced the 170 yd., 12th hole at his home club, Calumet (Ill.) CC, Sept. 5th. Club officials reported order restored without outside aid.

### PRO-SHU TO ADD TEN NUMBERS TO LINE

S. C. Brittan, pres., Pro-Shu Co., Inc., 1918 N. 3rd St., Harrisburg, Pa., says the company is adding to its extensive line ten new styles of men's and women's golf shoes as a result of studies and recommendations made by the many pros who handle the line.

### "DOUG" WARREN JOINS SPALDING CHICAGO PRO GOLF SALES STAFF

Douglas Warren, formerly assistant to Bob Hunsick at the Biltmore Hotel CC, Phoenix, Ariz., and later at the Woodhill CC, Wayzata, Minn., resigned from there recently to join the Spalding Chicago staff. He'll cover territory formerly serviced by Ted Horvath, who has transferred to Spalding's Tinkertoy Division.

### U. S. RUBBER USES INDOOR PUTTING CUP FOR BALL GIFT PACKAGE



One dozen U. S. Royal golf balls in a strong, plastic putting cup that can be used for indoor practice all year long makes useful Christmas gift for the golfer. Complete Christmas package shown above.

### KIERNAN JOINS BURKE SALES



Matt Kiernan

Jack A. Schram, pres., Burke Golf, Newark, O., announces that Matt Kiernan has joined the Burke sales department effective September 1. Kiernan will make his headquarters in Fort Lee, N. J., and represent Burke in New Jersey, Delaware, Maryland and Pennsylvania. Kiernan has a broad experience in marketing and merchandising golf equipment. His previous connection was as representative for David D. Doniger, manufacturers of McGregor sportswear, a post he will not fully relinquish inasmuch as Burke has been appointed exclusive distributors of McGregor sportswear to golf professionals.

### MUCH ENTIRELY NEW IN HAGEN 1954 LINE

"We can use the magic word 'New' to describe practically our entire 1954 line," says E. P. (Ed) Rankin, gen. mgr. of the Walter Hagen division of Wilson Sporting Goods Co. He continues:

"Our Haig Ultra irons are being built with a reduced hosel both in diameter and length and this weight has been added to the working part of the blade which will definitely make these clubs more efficient. We have also changed some of their stampings, adding more color to the appearance of the club.

"We are adding to our line a new iron which I believe will meet with a very fine acceptance by those people who feel they cannot afford the most expensive clubs. This will be known as the H-52 model.

"We are adding an entirely new set of woods and irons for the better lady players that will compare in every respect to our top men's woods and irons, for this I believe is a ready market.

"Our wood clubs entire line is new in every respect. New models have been incorporated in our Haig Ultra woods, H-50, H-51 and H-52 models. We are using a very wide range of colors in our head finishes and entirely new and very colorful insert faces that blend beautifully with the fine head finishes. Very attractive and colorful new name decal are used on all of our wood models that add to their attractiveness immensely. This is definitely the finest wood club line that has ever been presented by the Hagen Co.

"We are showing for the first time a new No. 5 and No. 6 wood that is a departure from anything we have ever made in the past. These two clubs have a rather large face and are very well lofted, so that they should instill confidence in the

person using them, from the standpoint of getting the ball up from any type of a lie. These two woods will be made in both men's and ladies'.

"We are introducing also a brand new type of pitching wedge which will be known as the No. 11. This club is extremely lofted with a very light head which will permit the ball to be struck very firmly on short pitch shots, with a minimum of forward action after the ball strikes the green. This club has been very well received by a few fine amateurs and professionals who had an opportunity to try it in play.

"We have several new putters in our line."

#### NEW GOLF SHOE FOR WOMEN IN TAYLOR LINE

Miles H. Baker, vp., E. E. Taylor Corp., Freeport, Me., manufacturers of Stroke-Master golf shoes, announces:

"We have developed and are featuring a women's golf shoe of glove leathers — no toe boxes, no heels, handsewn features and with cushion crepe sole with steel spikes in sole and heel. This shoe is very lightweight and gives a resiliency that few golf shoes have. This shoe will be featured in a maple tan with a bound top, and a pearl with a bound top, made out of glove-type leathers. They are very soft, pliable and flexible.

"In the men's set-up, we are featuring a two eyelet tie, with a cushion crepe sole with steel spikes in the forepart and in the heels. This shoe doesn't have any toe box or counter.

"We are also featuring in our custom line a moccasin type shoe out of Puritan veal with genuine white buck plug and it also has a cushion crepe sole with steel spikes.

"In addition, we are presenting a handsewn shoe with the pattern adopted from an Italian shoe with moccasin type front, cushion crepe sole and steel spikes in both heel and forepart."

#### JEWELRY FOR PRO SHOP GIFT ITEMS



Of interest to pros looking for precision tooled jewelry for members' Christmas gift buying is this gold-plated tie chain. Other items, including silver-plated holloware, may be selected by golfers from color illustrated catalog available to your shop from House of Williams, 37 So. Wabash, Chicago.

## Successful Course Maintenance --- depends on the use of quality equipment



#### \*SOUTHWEST'S EXCLUSIVE TURF EQUIPMENT HOUSE

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FORT WORTH, TEXAS

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#### DISTRIBUTORS OF:

TORO — WHIRLWIND MOWING EQUIPMENT  
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CHEMICALS • WATER HOSE • COURSE SUPPLIES

★ Serving Texas and The Great Southwest Since 1928 ★

## BURKE HAS 1954 MODELS IN PRODUCTION

Burke's 1954 line of woods, irons, and accessories was presented to the company's sales organization at a 3-day meeting at Moundbuilders CC, Newark, O. President Jack Schram pointed out that prior to making completed clubs in the early 1900's, Burke produced fine wood heads for club manufacturers in Great Britain and stated that, as in the past, considerable emphasis would be placed on production of fine wood clubs throughout 1954.

Five new wood models are being introduced by Burke in 1954 bringing the total available to 17. One of the additions—the Rock-it—is an entirely new contour creation and brings to clubs a new shape in which the bulk of the wood mass is concentrated directly behind point of impact. Other new woods are the Bomber, Hyspeed 54, Coronation, and Power-Pak. Among the wood models whose styling is unchanged are Burke Recorded, and the Lady Burke.

The 1954 Sav-A-Shot line of special purpose clubs will be augmented by 6 new genuine British made putters which are being produced by a Burke affiliate in England. They are characterized by such names as Konfidence, Gem, Yours Truly, Mussel Back, etc.

Redesigned, too, for 1954 are both Burke's Chick Harbert Bomber model woods and irons. The iron will be characterized by a somewhat more compact blade with heavier hitting area. The



Two of the five new wood models being introduced by Burke in 1954. Note new contour of Rock-it model shown at right.

woods will be turned from Burke's new Perma-Block and finished in clear Dur-O-Var to highlight and preserve the natural beauty of the wood grain. All Deluxe wood models will feature a new fibre, Line-o-matic insert to insure positive positioning of the ball with relation to club face.

Schram also announced that the company's production facilities for Punchirons

# TURF that Speaks for Itself!

## MILORGANITE HELPS PRODUCE BETTER GREENS

### AT BEL-AIR...

Joe Martinez, the able Superintendent at Bel-Air Country Club in the Los Angeles district, resumed the use of Milorganite on the greens at that club in 1951. At the field day meeting on the UCLA plots in October, 1952, Mr. Martinez remarked that turf was better than ever before. Mr. Joe Novak, the Professional at Bel-Air and Past President of the P.G.A., confirmed his statements by saying that never before did the greens putt as well.



Turf Service Bureau

THE SEWERAGE COMMISSION, Milwaukee, Wis.

GOLF CLUBS  
USE MORE

MILORGANITE

THAN ANY  
OTHER FERTILIZER

and Lady Burke clubs would be considerably increased during the winter months, and that all Burke 1954 models would incorporate True-Temper's new, improved rocket shafts.

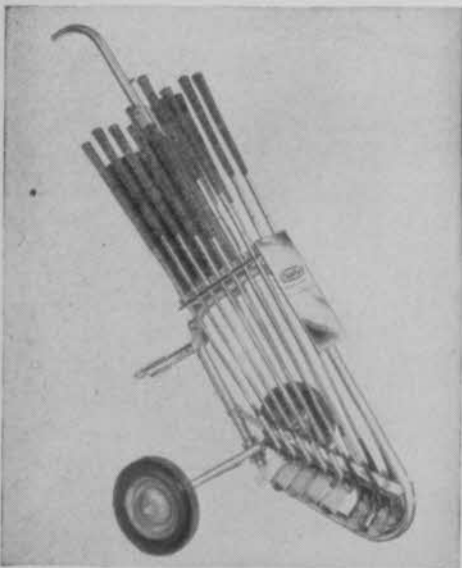
**BOB FRIESE NOW SPALDING'S  
NEW ENGLAND SALESMAN**



Bob Friese, formerly inside salesman for Spalding, has been assigned to cover pro territory in Maine, Vermont and New Hampshire. Bob is a native of Springfield, Mass. He made his bow in golf as an assistant at Longmeadow CC during school vacations.

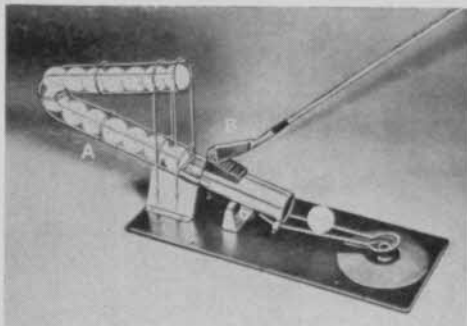
He was in World War II and was called back into service with the 2d Infantry div. in Korea. Prior to being recalled he was majoring in physical education at Springfield college. Upon finishing his Korean duty in 1952 he joined Spalding.

**CLUB CAR NEW ALUMINUM CART**



Metal Craft, Inc., with sales headquarters at 102 E. Court St., Cincinnati 2, O., has introduced Club Car, a folding, lightweight, all aluminum cart. Holding 14 visible clubs in individually numbered slots, protected by rubber against rattle or scratch, it can be folded and stowed in locker or shelf in pro shop. Other features include low over-all weight distribution for easy pulling, a large bag compartment for balls, tees and shoes, and a handy seat for resting. Additional details from manufacturer.

**SPALDING "LAZY GOLFER" — A NEW  
PRO SHOP XMAS SELLER**

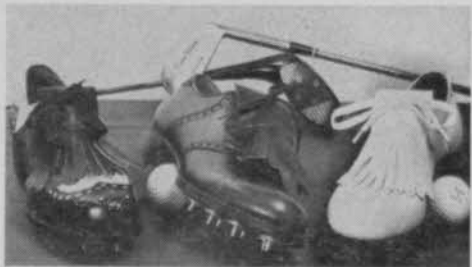


For golfers to practice in their basements, garages or yards, Spalding's new "Lazy Golfer" will tee 'em up — 15 golf balls, regular or practice balls, at one loading. It's light, sturdy, inexpensive. Trigger touched by clubhead releases ball down runway to tee, and automatically removes itself after placing ball on tee ready for shot. Full particulars from Spalding offices or salesmen.

**1954 FOOT-JOY LINE FEATURES  
FOUR NEW WOMEN'S GOLF LINES**

"Women golfers will have even greater style, color and comfort at her command when she makes her selection from the 1954 line of Foot-Joy golf shoes," reports Clark L. Wilcox, sales mgr., Field & Flint Co., Brocton, Mass., makers of the popular footwear.

"We are putting four new styles on a new last called the Pinehurst. This is a



Three of Field & Flint's new Foot-Joy women's golf shoes for 1954. L to R: Style W/33, blue calf and white buck; W/32, all-over brown calf; W/30, all-over white buck. All are spiked shoes.

round toe last with double heel combination — meaning a much narrower heel. This, we believe, is as near to being a perfect fitting last as we have ever achieved. Style W/30 is an all-over white buck, with spikes and shawl tongue. With an all-over white shoe the women usually prefer, to wear colored tongues so we do not attach the tongue to this style.

"Style W/32 is an all-over brown calf shoe with shawl tongue attached. This is an all-weather shoe similar in style to our

men's 7030. Style W/33 is a blue calf and white buck, with shawl tongue attached in a wing tip and saddle pattern. Style W/34 is a brown suede with beige suede; shawl tongue attached. These styles are all spiked golf shoes and we expect to have them ready for delivery by November 15th."

#### **GAVIN, NEW GALLOWHUR SALES MGR.**

T. Edward Gavin has been appointed sales mgr. of Gallowhur Chemical Corp., 801 Second Ave., New York, it has been announced by George Gallowhur, pres. Gavin, formerly ass't Industrial Dept. mgr., B. T. Babbitt, Inc., will direct the sale of all Gallowhur products, which include Puratized Fungicides and Puraturf Herbicides.

#### **FEATURES OF 1954 POWER-BILTS OUTLINED AT SALES MEETING**

The new line of Power-Bilt woods and irons for 1954 came in for high praise by Hillerich & Bradsby representatives at their annual sales meeting in Louisville's Brown Hotel. Bill Kaiser, head of H & B's pro department activities, presided at the meeting composed of members of Power-Bilt design, production, sales and advertising departments.

Kaiser told the group the fine craftsman-



H & B representatives attending annual sales meeting under direction of pro dept. head Bill Kaiser, seated at far end of table.

ship, eye catching appeal, quality and playability of the 1954 woods and irons gave added impetus to the sales course set for the coming year.

"Our new Power-Bilt Iron, for example," he said, "is a model of compactness, graceful lines and improved weight distribution."

New Golf Pride Rib Lock Grips are to be featured on the new line and H & B's top line will feature the new Rocket shaft.

Kaiser reports the 1954 line is already in production and they can guarantee delivery in time for Christmas giving.

## **PLAN NOW** for the *25th National Turf Conference and Show*

**January 6, 7 and 8, 1954 • MIAMI, FLORIDA**  
MUNICIPAL AUDITORIUM

A display of equipment, materials and supplies for all phases of the turf industry

### **PLUS...**

An Educational Program on the practical management for better turf for better golf with the country's outstanding experts appearing as speakers.

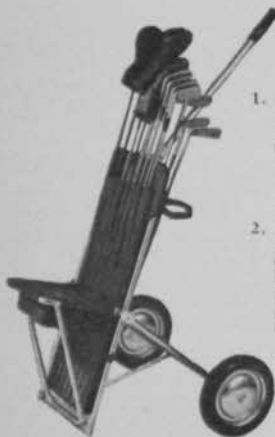
It's your chance to attend "The Greatest Turf Show on Earth".

**Sponsored by GOLF COURSE SUPERINTENDENTS  
ASSOCIATION OF AMERICA**



Make golf ALL Play  
and NO Work

**3 FORE 1**  
GOLF  
CART



Price \$39.50

1. CART — 12" ball-bearing wheels on wide adjustable axle give smooth rolling stability. Perfect balance for effortless handling. Rugged and rustproof.
2. BAG — 14 roomy club pockets. Ball and accessory pockets. Umbrella holder. Heavy reinforced country club green, royal blue, or red canvas.
3. SEAT — Sturdy enough for the heaviest golfer or spectator. Makes the back nine easy as the first.

Cart folds easily and compactly to fit auto trunk or locker. Cart, Bag, and Seat in one lightweight unit. A wonderful attention getter, it sells itself.

**LUMEX**

**GOLF CART SEAT**

Price \$12.50

Simply attached to any center-post cart. The Seat structure carries all the weight, putting no strain on the Cart. Doesn't interfere with the pulling balance of the Cart.

Folds compactly around Cart and bag. Weighs only 5 pounds.

The Seat is the same size and construction as the "3 FORE 1" GOLF CART, of which there are more than 9,000 now in use. CART and SEAT fully guaranteed for one year. THESE ARE "MUSTS" FOR EVERY PRO SHOP.



LUMEX — 11 Cleveland Street  
VALLEY STREAM, N. Y.

**DEVELOP-PAR FOR XMAS SELLING**

Eddie Williams, Louisville CC pro and widely known golf teacher, reports his practice aid and swing exerciser, Develop-Par, is in production with deliveries promised for Christmas gift selling. Since samples were first shown at Dunedin, Fla., early this year Williams has made several important refinements in the practice aid and now is producing them at a rate which will permit fall shipments in limited quantities.

Pros who have seen the Develop-Par believe it will prove definitely encouraging and helpful in getting pupils to follow-thru on the pros' instruction. Pros interested should write Eddie Williams at 3017 Brownsboro Rd., Louisville, Ky.

**SABAYRAC SPORTSWEAR VOLUME  
TOPS MILLION IN 2ND YEAR**

"This year we'll pass the million dollar mark in sportswear sales exclusively to golf professionals, and this is only our second year in this business," says Ernie Sabayrac, national sales agent for manufacturers of top quality sportswear. Formerly in Chicago, the Sabayrac headquarters recently removed to 369 Payne Drive, Miami Springs, Fla.

"It's no miracle that we did a million dollar pro volume in our second year,"

**It's an Umbrella!**

MAX FAULKNER  
(British Open Golf  
Champion) says:  
"...undoubtedly one  
of the most sensible  
items of golfing equip-  
ment I have ever seen"



**It's a Seat-Stick!**

**It's the FEATHERWATE  
Umbrella Seat-Stick**

At last, a walking stick, a comfortable transportable seat, and a full-sized umbrella all in one. Many styles available with gay colored panels; plain green, maroon or black, or Tartan covering. Luxury models with leather sling seat.



**"FEATHERWATE" SEAT-STICKS**

Several styles with all-metal or leather seats in various colors or Tartan design. Made in rustless lightweight alloys. There is a "Featherwate" for every member of the family—including junior!

A "Featherwate" Seat-Stick is a must for all American Sportsmen and Women.



Full details and Trade terms from:  
GENERAL SPORTCRAFT CO. LTD.  
215 Fourth Avenue, New York 3, N.Y.

Made by BUTTONS LTD. BIRMINGHAM 6, ENGLAND



continues Sabayrac. "We have an excellent selection of sports and wearing apparel for men and women; our sales policy enables our pro customers to buy nationally advertised brands at the same prices paid by our manufacturers' biggest 'downtown' outlets. They get top quality at competitive prices.

"Our aim is to concentrate strictly on nationally advertised sportswear which accelerates the pros' movement of merchandise. We're setting up our sales staff to be specialists in this one field and our million dollar volume is convincing evidence that they know their business. We know that today three sport shirts are being sold to every two dress shirts, and with the demand for comfortable wearing apparel growing steadily stronger, we see an opportunity for the pros to open the throttle wide on merchandising items that do not compete with golf balls, clubs, bags, and other playing equipment.

"Obviously the fine volume which we have attained with the pros in so short a time plainly indicates that the pros realize their potential sportswear sales justify all the merchandising attention they can devote to it. They are in an especially advantageous position to capture a big percent-

## Leader of them all in pro shop jacket sales

# Gaybird

### FREE-FOR-ALL

## JACKET



Now's the time to prepare for the peak fall profit season in jacket sales. And remember—the Gaybird has a sales record with hundreds of pros that has proved it the pace-maker in fall golf apparel profits.

Remember, too, that behind "golf's finest jacket" is a Direct-to-Pro sales policy that enables you to sell highest quality at surprisingly low retail prices.

For men and women—small, medium and large, in Blue, Red, Gold, Maroon, Green and Natural. Suggested retail prices: \$12.95 for single style; \$22.50 for reversible. Slightly more on West Coast.

Get your order in early for an ample supply of Gaybird Free-For-All Jackets for the fall season—and for your Christmas sales drive.

### FREE—CHRISTMAS SALES MAKERS

We'll furnish you—FREE—4-color illustrated Gaybird Free-For-All folders, signed—"Your Professional"—for mailing to your members. They really bring in the business. Order your folders now and start them working for you.

## GAYBIRDS, Inc.

261 Fifth Ave., New York 16, N. Y.



### PROS'

### 40%

### PROFIT

### "GIFT"

### I T E M

### A Smart DESK CALENDAR

This calendar is a brilliant presentation of 12 unusual and graphic portrayals of players' form in a two color "sketchy-crayon" depiction.

This artistic easel is covered in a green simulated cloth for long lasting use.

The calendar unit slides into a slot top of easel—12 calendar cards fold back of easel. Stands firmly on your desk, 6 1/4" high 5" across. Plastic binding. Packaged in a Gift Box. Price \$18 Doz. Less 40%

Send \$1.00 for Sample Calendar.

For Illustrated Circular write:

Cornelius Baker

1204 Girard Ave., Philadelphia 23, Pa.

Your Turf is  
Judged  
by the  
Company  
it Doesn't  
Keep!

**CHLORDANE**

**CONTROLS—**

*Japanese Beetle Larvae*

*Ants Chinch Bugs*

*Mole Crickets Earwigs*

*White Grubs Chiggers*

*Sod Webworms*

*Lawn Moths*

WRITE—

VELSICOL CORP.  
330 E. Grand Ave.  
Chicago, Ill.



Representatives in Principal Cities

age of sportswear's huge annual volume. They get more through-the-shop traffic than most of the smaller downtown haberdasheries. And, they are right at the point-of-use for sports apparel where so often display or suggestion of an item means a sale. They have more frequent and friendlier contact with their trade and have a distinct competitive advantage in being open Sundays and holidays, days alive with sportswear demand.

"Some years ago when the pros started to stock clubs in sufficient quantities to afford players a wide selection, they overcame the lure of the downtown stores and immediately improved their club sales volume. Now, with so big a future ahead in sportswear, the alert businessmen pros are following that same pattern by investing in a select inventory that will sell on an even basis with store competition. I know that the golf professional outlets are attracting the keen attention of sportswear manufacturers who recognize them as one of their biggest and most active markets. With our merchandise and the merchandising counsel of our sales staff, we are determined to do everything possible to help the pros make the most of their apparel sales opportunities."

**KROYDON SIGNS WALLY ULRICH**



Wally Ulrich

The Kroydon Co., Maplewood, N. J., recently signed Wally Ulrich, Austin, Minn., pro to their advisory staff. One of the younger PGA circuit players, Wally's money winnings have been consistent this season. A former National Amateur Inter-Collegiate champion while at Carleton College he also has been Mexican Amateur champion, was 1953 runner-up in the Canadian Open and was in the money in all but four PGA summer events. After a fall exhibition tour with Tommy Bolt both will resume tourney play at the Miami Open.

**MacGREGOR TELLS 1954 LINE FEATURES**

MacGregor Golf Co. is introducing many new items in its 1954 pro line to supplement such established favorites as "Blended Weight" woods and irons, Eye-O-Matic face inserts, combination unit sets, "MT" golf balls and pro-only Tufhorse golf bags.

An extensive program has been undertaken to insure that added manufacturing



facilities will be available to meet the anticipated demand. Emphasis is placed on improved service for the coming year.

Heading the list of new offerings are



the Toney Penna Special "WW" woods, a completely custom made model, finished in a recently developed white color. MacGregor has been searching several years for a model to satisfy the golfer who wants something completely different looking and believes this club is the answer. Using special, hand selected, clear persimmon blocks, the Penna "WW" will be made-to-order in MacGregor's custom club department with optional choice of specifications designated by the professionals.

MacGregor has enjoyed such success

with the exclusive No. 11 Double Duty iron popularized originally by Byron Nelson, and the famous Double Service niblick of Lew Worsham's \$25,000 shot that the company is introducing a third utility iron, the new Double Trouble niblick. The head has been forged and ground to automatically place the hands in the strongest hitting position. Large hitting surface and wide sole make it equally effective for sand or pitch shots.

A new rubber and cord grip, the Black Tourney, has been developed in MacGregor's rubber department, and is offered optionally along with standard leather grips in the Tommy Armour and 85 and 75 models of the "MT" series.

Tommy Armour woods for the first time will have the beautiful Eye-O-Matic face inserts. The successful pro-only Louise Suggs clubs in three distinct price ranges, the Byron Nelson model, and the Jack Burke, Jr. irons and woods for younger players will also be available.

Recognizing the constantly growing interest in No. 5 and No. 6 woods, MacGregor is introducing a more complete assortment in various models and finishes for both men and women. Pros are alert to the fact that this is a fine item for "plus" sales on prize or gift occasions.

The "MT" ball has had steadily increas-

## The NEW Model 54 FERGUSON

# NIGHT CRAWLER

GREEN  
AERIFYING  
MACHINE

With these 12 important improvements:

1. New, Uni-ball joints at Walker Beam Ends
2. New, Belt Guard and Deep Groove Pulleys
3. New, One-piece Cast Ram Housing
4. New, Airtight Bearing protecting Bellows
5. New, One-piece axle construction
6. New, Jack Shaft Casting for positive alignment
7. New, One-piece Steel Tube Handle
8. New, One-piece Head Casting
9. New, One-piece  $\frac{1}{4}$ " Formed Steel Frame
10. New, Heavier Single Main Chain and Sprockets
11. Oilite Bearings throughout Machine
12. Abundantly powered with AKN Wisc. Engine.



**BERRIEN TOOL & DIE, Inc. Eau Claire, Mich.**

DIVISION OF SOUTH BEND SCREW PRODUCTS, INC., SOUTH BEND, IND.

# NEW ...and NOTHING LIKE IT!

- Perfectly balanced! Can't tip over!
- Clubs carried head down with all weight on wheels!
- So easy to handle!

CARRIES  
14 CLUBS.



No weight  
in hands.

Large zippered  
bag, for balls,  
tees, etc.

Folds  
Compactly.



**\$39.50**

RETAIL

Sells fast!

Earns  
higher  
rental  
fees!



Convenient Seat.

CLUB CAR is golf-dom's newest and finest...the first complete club carrier ever offered! CLUB CAR has everything...sturdy construction...light weight and perfect balance...fast selection and replacement of clubs...convenient seat...compact folding and many other advantages

which mean greater profits for your pro shop. Higher rental fees, too. Every club visible and protected from rattling and marring in its own numbered slot! Ideal for every golfer—from dub to pro—with or without a caddy! One CLUB CAR on display will start you off on fast, profitable sales. Write for details NOW!

## METAL CRAFT, INC.

Sales Headquarters

102 East Court St., CINCINNATI 2, OHIO

Factory—Fort Lauderdale, Florida

ing calls from pros' members. This ball is in the uniquely packaged weather-tight threesome tube. Once again, the "MT" ball will also be offered in the attractive zigzag Utility Kit for Christmas sales, both dozen and half-dozen units.

The Tufhorse golf bag line has been redesigned to incorporate numerous important construction improvements and many interesting innovations in style, color and materials. "Canvalon," an entirely new fabric exclusive with MacGregor, is one of the distinctive features to be introduced in the 1954 models. A special finishing process combines the known, durable high tensile strength qualities of heavy canvas plus resistance to abrasive wear and soiling. A new color range blending "Canvalon" body material with leather trim also has been designed which again will be available in a complete series of matching pro-only bags, carryalls, practice bags, and head covers distinctive in eye appeal and quality.

### PEND-L-PUTTER PLANS REPEAT OF XMAS GIFT SALES SPURT

Last year the Pend-L-Putter got its first strong sales boost as a pro shop Christmas gift item and its makers, Putter-Master Co., 31 N. First St., Phoenix, Ariz., are planning a follow-up on a new model for another sales jump.

The putter, a center-shafted aluminum-head club that is played with the player facing the hole and swinging the club between his feet, has had a steady growth of pro shop sales and good performance records. The design is USGA approved.

### HOWLETT NAMED ADVERTISING AND PR DIRECTOR OF WILSON

Phil Howlett has been named manager of Advertising and Public Relations of Wilson Sporting Goods Co., succeeding Mark Cox who moves to dir. of Advertising, Public Relations and Sales Promotion for Wilson & Co., and its subsidiaries.



Wilson executives expressed their confidence in Howlett's ability by elevating him to the important managership after only three years with the organization. Howlett previously worked for the Chicago Cub baseball club in its Minor League Division after graduation from Northwestern University in Evanston.

In 1950, Howlett joined the Wilson Sporting Goods Co. and a year later was named editor of the Wilson News Service. Early in 1952 when Mark Cox became dir. of the merged Advertising and Public Re-