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What a polish it gives! The CADDIE CLOTH brings out a high luster and depth of color on woods that is unmatched by any other material—and makes stainless steel or chromium shafts look like mirrors. Here is a polish that will not chip, peel, crack, or discolor.

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NATIONAL GOLF FOUNDATION
407 South Dearborn Street, Chicago 5, Illinois

May, 1950 91
THE PROVEN AUTOMATIC TEE for PRACTICE RANGES
With Rubber Tee Adjustable to Different Heights
The Automatic PAR-TEE has proven itself by having more PAR-TEES in use on ranges today than any other TEE made. Many ranges are using PAR-TEES for their 11th year. This must prove that they are most satisfactory and profitable. No tee line preparation necessary. Write for full particulars.
PAR-Inc., 1947 E. 75th St.
Chicago 49, Ill.

NEWS from the MANUFACTURERS
LAGERBLADE RESIGNS AS HORTON PRES. POST FILLED BY GRAHAM R. TREADWAY
The resignation of Herbert C. Lagerblade as pres. of The Horton Manufacturing Co., effective June 1, 1950, has been announced by C. T. Treadway, chairman of the Horton Co. Board.
The vacancy caused by Lagerblade’s resignation will be filled by Mr. Graham R. Treadway of 70 Norwood Road, West Hartford, who has been vice-pres. in charge of Sales.
Mr. Lagerblade, or Herb as he is better known among his friends, came to Bristol from Youngstown, Ohio, where he was golf professional at the Youngstown Country Club. He became associated with The Horton Mfg. Co. on January 15, 1921 as a golf advisor to aid in the development and promotion of the steel golf shaft. He was made a Director on October 10, 1927, Vice-President on January 11, 1928, and President on Nov. 25, 1941. During his years with the Horton Mfg. Co., Mr. Lagerblade has been very active in the field of golf. Besides being a fine

HOLCOMB BALL WASHING UNIT
Compact Unit Adaptable To Any Method Of Handling Dirty Balls From Picker To Basket.

Balls constantly revolve under rotary brush. Balls rotate 10 feet under brush and 16 feet under water pressure sprays. Dirty water drains from each spiral ball runway. Balls rotate constantly in clean water during 16 feet of travel. Special alloy aluminum castings used for strength, lightness and rust proof.


Write for descriptive literature $325
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HOLCOMB MACHINE CO.
6627 N. ARTESIAN AVE., CHICAGO 45, ILL.

Golfdom
player, he has assisted in the design of many golf courses, among them being Chippewa, in Bristol.

Mr. Treadway was born in Bristol on March 8, 1907, attended Bristol Schools, Phillips Andover Academy, and was a member of the Class of 1930 at Yale. After college, he worked for a time at The Horton Mfg. Co., then went to the Bristol Bank and Trust Company. From there he went to the Hartford Connecticut Trust where he became an Assistant Vice-President before entering the Navy. During World War II, Mr. Treadway was a Lieutenant serving in the Navy Purchasing Office in Chicago. He returned to The Horton Mfg. Co. on February 13, 1946 as Sales Manager for Fishing Tackle, was made a Director on Nov. 26, 1946 and Vice-President in charge of Sales on June 28, 1949. Mr. Treadway lives in West Hartford with his wife, the former Dorothy Dickerman of Plantville, and their three sons.

Murray-Wagner Co., 1835 Hyperion Ave., Los Angeles 27, Calif., has a new practice device, Pro Swing, which consists of a strong, thin, plastic line, one end of which is attached to a wall or pole, and the other fixed to the club by a clamp. By keeping the wire taut a good swing groove is said to be developed.
An inexpensive, sturdy, action-aid that will help your players master the fundamentals of the proper golf swing by practicing what you teach them. The one-piece arm and hollow ball, molded of live rubber, swivels on the cast iron base and tells the story of a sweet shot or a dubbed one. No cords, springs, or dials... One year guarantee against mechanical failure or breakage. $5 retail with usual pro discount.

B. H. BREDAR & CO.
6318 S. DAMEN AVE. CHICAGO 36, ILL.

Howard Scoggins Golf Co. has this display rack of aluminum tubing, 42 by 22 1/2 in., with casters for easy moving, as a low-priced aid in pro shop merchandising of apparel items. It will carry more than 20 items.

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**Personalize Golf Balls — and sell them by the dozens!**

**NAME - MARK**

A simple, easily operated machine that enables pros to give their players quick, personalized ball marking service. Factory marking results right in the pro shop. Christmas sales proved the power of personalized marking in selling golf balls in quantities. Use the same service for boosting ball sales throughout the season.

*For complete information write:

NATIONAL GOLF FOUNDATION
407 S. Dearborn Street
CHICAGO 5, ILL.*
SMART SKIRT FOR GOLFMING

Dan Gertsman-California, 722 S. Los Angeles St., Los Angeles 14, Calif., is presenting through pro shops a smartly fashioned golf skirt called the California Golfer. It's made of washable rayon-cotton that looks and feels like linen. It's in white, daisy, sand, lime, saddle and navy colors and 10 to 18 sizes. Suggested retail is $8.95 and pros' wives who have seen the skirt say it will get business in the pro shop. The skirt has a pleated expandable left-hand pocket with tee holder that doesn't interfere with a swing. An elastic inner waistband anchors wearer's skirt.

GOLF-EZE SLAX FREE AS DAD'S DAY PRIZES

Tee-Off, Inc., 3 W. 18th St., New York City, is offering pros Golf-Eze Slax as prizes for Father's Day competitions,
June 14. The pro is to arrange for any sort of competition he desires for fathers who belong to his club and have entries close a month prior to Father’s Day. Copy of each entry blank is to be sent to Tee-Off, and the company will send the pro free, three pair of Golf-Eze Slax as prizes for the winning contestants and a pair for the pro himself. Full details may be secured from Tee-On.

**GOLFER’S STORM JACKET**

Golfer’s Storm Jacket is made of new, durable DriClad material, specially compounded for sports use. The forest-green jacket weighs 16 ounces and has a detachable parka hood that fastens to the extra-wide collar. Cuffs are adjustable and jacket has sturdy snap fasteners at front. Comes in a handy DriClad pouch-pack for easy carrying. For more information

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**A RANGE BALL’S PRAYER**

**NORTHERN GOLF BALL CO.**

3441 N. Claremont Ave. Chicago 18, Ill.

Distributor of the

**GENUINE CALIFORNIA YELLO-JACKET MINIATURE & DRIVING RANGE BALL**

"THE HOTTER IT GETS THE BETTER I LIKE IT GUESS I BETTER MOVE IN"

"OH LORD, WHEN IS THAT CALIFORNIA YELLO-JACKET (PAINTLESS COVER RANGE BALL) GOING TO TAKE MY PLACE"
write DriClad Division, W. Shanhouse Sons, Inc., Rockford, Illinois.

**SPALDING 1950 GOLF PRO CATALOGUE NOW BEING DISTRIBUTED**

A more complete Spalding Golf Pro catalogue for the 1950 season is now on its way to golf pro shops. Sporting an appropriate fairway green color layout throughout the book, the catalog features 1950 model woods, irons and auxiliaries; golf balls; golf bags; golf shoes; and golf accessories. Added to the lines are special golf clubs for the younger player, Marilynn Smith woods and irons for women, and the Spalding All-Service Form Grip for all-weather use at no extra charge.

**ROWLES INTRODUCES SNUGRIP GLOVES**

Rowles Glove Co., Johnstown, N.Y., are offering through pro shops, their new Snugrip golf gloves, designed by Harwood Rowles, widely known glove designer. Made of quality washable capeskin, features of the Snugrip include molded fingers with full size thumb, each separately made; easy flexing, perforated back with molded wrist and especially designed clasp that holds the glove in position without binding; no seams between fingers or points of contact with the club. Illustrated descriptive literature and pro prices direct from Rowles Glove Co.

**GOLFCRAFT ISSUES NEW CATALOG**

A new 1950 catalog, covering their complete pro-only line of clubs, accessories and shop supplies, has just been issued by Golfcraft, Inc., 1700 W. Hubbard St., Chicago 22, Ill. Listed for the first time is the English golf ball, Penfold, which was so popular over here before the last war. Ted Woolley, president of Golfcraft, says the new Penfold is better than ever be-
PAR TUBES—A NEW PROFIT IN PROTECTING CLUBS

PAR TUBES are sturdy, moisture-proof cylinders which when slipped into any type of golf bag give complete protection to grips and shafts.

From PAR TUBES clubs are quickly taken and replaced without abrading or noisy rattling. They are lightweight and strong. Pros and amateurs endorse them as the great new idea for keeping grips in fine condition and protecting clubs against crushing or marring by careless handling.

Retail at 25 cents per PAR TUBE in Chicago area, slightly higher elsewhere, with a good profit margin and volume for the pro. Packed in 1 gross cartons. Average sale to golfer 10 to 16 PAR TUBES.

Distributed by—Golf Cart Supply—Chamberlin Metal Prod., 1466 W. Madison, Chicago 7, Ill.

Great Lakes Golf Ball Co., 6643 S. Western, Chicago 36, Ill.

PAR TUBE—5710 W. DAKIN ST., CHICAGO 34, ILLINOIS

cause its live, natural rubber cover is molded, not vulcanized, around the ball and driving machine tests prove its exceptional distance and cut resistance. Golfcraft is the exclusive American distributor for the Penfold ball. Woolley says that no effort has been spared to make this year's line the finest they have ever offered. A copy of this new catalog can be obtained by writing the manufacturer.

AUTOMATIC COLLAPSIBLE GOLF CART AND BAG UNIT

A scientific cart and bag unit which may be folded in a jiffy by the finger-lifting of a simple latch and dropping the cart handle is announced by Chamberlin Metal Products, 1466 West Madison St., Chicago 7, Ill. Opening is accomplished with equal ease by lifting the handle.

Called the Chamberlin Honeycomb Bag Ko-Lap-Si Kart, the cart is equipped with a specially designed golf bag made of Tolex, a leather-like plastic material that is waterproof, almost indestructible, and has the resiliency and beauty of leather. The bag is secured to the cart by upper and lower cadmium plated wide steel bands.

Particular attention is called to the built-in hard rubber club divider which keeps the clubs in the same positions, thus eliminating club knocking and rattling. The floor of the bag contains a rubber cushion base for preventing damage to club handles when clubs are dropped into the bag. The bag is also equipped with a roomy zipper shoe pocket on one side, a ball pocket on the other, and a hood which serves as a sweater or luncheon carrier, when not used to cover the clubs.

The Chamberlin Honeycomb Bag Ko-Lap-Si Kart folds to a vertical compact package scarcely 11" in diameter, and will stand up wherever placed.

Introducing

FUNCTIONAL DESIGN

A ROWLES ORIGINAL

SNUGRIP GOLF GLOVES were designed and created by HARWOOD S. ROWLES, leading American Glove Engineer and Functional Glove Designer. TWO YEARS RESEARCH for an Ideal Golf Glove disclosed 3 requirements needed.

1. SKIN TIGHT FIT assured by SNUGRIP clasp molding Glove to hand and wrist. Dress Glove standards of Materials and WORKMANSHIP.

2. FINGER TIP SENSITIVITY for keen touch control, assured by SNUGRIP Free n' Easy MOCCA-SIN FINGERS. Not a seam at any contact spot. Incredible to believe till you feel those Nylon sewn seams MISSING.

3. FULL HAND FLEXING without strain or irritation, assured by SEAMLESS BACK construction properly ventilated. CORRECT functional design to fit peculiar anatomy of human hand.

WRITE FOR DESCRIPTIVE FOLDER

Sole Sales Representative Albert Jackson
Park Sheraton Hotel 59th and 7th Ave., New York 19, N. Y.

ROWLES GLOVE CO. Quality Gloves Since 1859 JOHNSTOWN, NEW YORK

Copyright 1940 Rowles Glove Co.
U. S. RUBBER TRANSFERS SALES OFFICIALS TO RHODE IS. PLANT

United States Rubber Company is transferring important sales, sales promotion and development executives from its headquarters in New York City to its Providence, R. I., plant, according to an announcement made today by Gregg T. Ward, general merchandise sales manager of the company's footwear and general products division. The move, effective May 1, is aimed at improving products and customer service by closely coordinating the sales, sales promotion, development, quality control and production groups, Mr. Ward stated.

Executives who will make their headquarters in Providence include John W. Sproul, sales manager of general products; Fred O. Thornton, sales manager of drug sundries, waterwear and specialties; George T. McCarthy, sales manager of golf balls; and Gerrit V. Weston, sales promotion manager of general products.

Also moving to Providence on May 1 are, left to right, James J. Gallagher, sales development manager of general products; Fred O. Thornton, sales manager of drug sundries, waterwear and specialties; George T. McCarthy, sales manager of golf balls, and Gerrit V. Weston, sales promotion manager of general products. The move is effective May 1st.

Important sales, sales promotion, and development executives of United States Rubber Company who will be transferred from headquarters in New York City, to the rubber company's Providence, R. I., plant include, left to right, James J. Gallagher, sales development manager of general products; Fred O. Thornton, sales manager of drug sundries, waterwear and specialties; George T. McCarthy, sales manager of golf balls, and Gerrit V. Weston, sales promotion manager of general products. The move is effective May 1st.

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RENT THEM OR SELL THEM

Model G-1

HANDEES GOLF CADDY
• Easy Rolling, Non-rust Bearings
• Will Not Tip Over
• Large Oversize 10 inch Semi-pneumatic Tires
STURDY CONSTRUCTION . . PRECISION BUILT . . CART CARRIES LOAD
STEEL FRAME . . COLLAPSIBLE HANDLE . . FITS IN ANY CAR . . WEIGHT ONLY 15 POUNDS . . perfectly balanced to roll through sand traps . . . on rough ground, just about anywhere where you can walk. Lowest price offered on a golf cart with wheels this large. 20% Discount in lots of 6 or more.

HANDEES CO. Dept. G-95
BLOOMINGTON, ILL.

TOP PROFITS!
From this nationally ADVERTISED REPELLENT Advertised in—HOLIDAY, HOUSE & GARDEN, OUTDOORSMAN, TRUE, FISHING & HUNTING — many others.

Keep Away INSECTS

Amazing PELLENT keeps away bothersome mosquitoes, chiggers, ticks and certain other insects. Easy-to-use cream lasts 6-10 hours . . . more than 80 applications per tube — each costing less than a penny. And PELLENT stops the irritation caused by bites too! Harmless to nylon and clothing. Guaranteed.

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FULNAME GOLF BALL MARKING SERVICE brings profit to the SHOP and smooth play to the FAIRWAY.

GET THE BEST! GET FULNAME!
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MINIATURE GOLF COURSES
We Have a Complete Line of Supplies
Write for prices

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May, 1950
HELP PREVENT BROWN PATCH with AERATION!

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Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment.

If your Ford or equipment dealer cannot supply, write direct to

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Single units or complete systems available, with these outstanding features: lightweight ... trouble-free operation ... easily adjusted rotation speed ... all parts brass, bronze or stainless steel. Write for data on the finest "tee to green" irrigation equipment—SKINNER.

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