

Death Takes Frank Bradsby, Golf and Sport Goods Makers

FRANK BRADSBY, sec.-treas. of Hillerich & Bradsby Co., president for 19 years of the Athletic Goods Manufacturers' association, president of the Athletic Institute, and former president of the Golf Club Manufacturers association, died at Louisville, Ky., May 10, age 59.

Brad was sick for two weeks and lost the decision. And the thousands who knew Bradsby lost, too. Hundreds of pros knew Bradsby—knew him as a man whose word stuck, as a fellow of quick, clean-cut fairness, and as one who would take a chance when anyone needed a lift-up desperately. He had plenty to do with professional sportsmen. He and Hillerich, his partner of more than a quarter century, made the Louisville Slugger baseball bats one of the great trade names in athletics. When the Hillerich & Bradsby Co. got into golf the pros took Bradsby into their personal league strong and quick, and that's not an easy league to break into.

Men in his own line of business who competed keenly with him, rated him as their own finest type. Being president of the Athletic Goods Manufacturers association for 19 years is like being National Open champion for 19 consecutive years.

Bradsby is survived by his wife, Nancy, to whom he was married 27 years, and by two sisters. He and his wife were a team that contributed greatly to this world's happiness, and to her go the deepest condolences of hundreds whom they made sharers of their zest in sparkling, cultured living.

Any formal obituary for Frank Bradsby is out of place with those who had the delight in knowing him. He was a spontaneous and altogether correctly informal man.

Those who knew him can declare that of all the men they have known, none deserve any more than Frank Bradsby the epitaph, "Gentleman Sportsman."

"Professor" Sarazen Is Busy Awarding M. G. Degrees

GENE SARAZEN has been busy this spring qualifying students for an "M. G." degree at Eastern universities. At Yale, Colgate and several other schools the "professor" has been giving the kids lectures, demonstrations and moving pic-

tures to help them get good marks in their examinations for "Master of Golf" diplomas.

Sarazen has been doing this work for the past few years and sees in it promise of a great future for the game and for pros.

How school authorities rate Gene's performances is made evident by the following letter from William A. Reid, director of athletics at Colgate university. Writes Reid to L. B. Icely, president of Wilson Sporting Goods Co.:

Golf has been a fairly popular sport at Colgate, as we have our own nine hole course and contemplate the building of another eighteen hole course in the near future; but since the visit of Gene Sarazen, Friday May 7, golf has taken a tremendous impetus. It has only taken two or three days for our golf pro, James Dalgety, to apprise me of the awakening.

Colgate, as you know, is a college of 1,000 boys. It is located in a small town having a population of 1,800. It was indeed surprising to all of us and a testimonial to Sarazen's national popularity to have a gallery of about 1,000 following the match and witnessing the exhibition. Sarazen played the first nine holes with three members of our varsity golf team and played the last nine holes with one varsity member and two members of our freshman team. He made several miraculous shots which thrilled the large crowd.

Gene's Exhibition Was Day's Stand-Out

The playing of the match was most interesting, but the finest thing of the day, from an educational standpoint, was the splendid exhibition following the match. Sarazen held the attention of the group not only by his splendid exhibition of golf shots, but by giving instruction pointers in simple terms and by sound reasoning, he proved to be a very fine speaker and made for himself a host of friends and admirers.

In the evening he showed the moving pictures to the Colgate student body and later made a second showing at one of the fraternity houses. Both gatherings were attended by a capacity crowd. I need not tell you that he has given golf a great impetus among our college boys. We have already witnessed a revival of interest. It is a distinct asset to our Department of Physical Education because in that department we have a course in golf, required for freshmen. The one requisite is that these boys must be