



### SPALDING'S NEW CHICAGO QUARTERS HAS MODEL DISPLAY

Large new wholesale offices of A. G. Spalding & Bros., at 180 N. Wabash Ave., Chicago, occupy nearly an acre of floor space and have exposures on 3 streets. Spalding's new quarters are superb in working convenience and as a demonstration of how to display golf goods. As you leave the elevator you pass through an oval foyer into the large reception room. Off this is the golf pro room and the dealer's room, both with extensive displays. Behind these are the desks of the salesmen for Chicago as well as those who cover the huge middle-west—from North Dakota to Texas, from Ohio to the Rockies.

"We're very fortunate to get these new quarters when it's so hard to find space," said George Dawson, Spalding's District Sales Mgr. "We designed and laid out these new wholesale offices for the benefit of our customers. They can really see our merchandise because we've got better display facilities; they'll get faster deliveries because we're better equipped to handle their orders; and, they'll get better service in all other ways because we're set up here just to give it to them."

**NEW CADDY MANUAL**—Clevington Productions, Inc., 216 High Avenue, Cleveland 14,

O., has a new caddy manual called "Caddy Savvy." It's pocket size, 24 pages. The manual is fully illustrated with the "do's" and "don'ts" of caddying. Booklets are written in a humorous vein to appeal to the youngsters. The firm is also introducing a syndicated golf score card for clubs which contains a condensed outline of the new USGA rules, briefs on golf etiquette, an explanation of how to use handicap figures for each hole, and a fault-checking chart.

### Robert Bruce Harris

Continued from page 38

exceptions when these traps were duplicated in this country far from the seashore, with perhaps a background of timberland instead of sand dunes, they seemed artificial and affected. The scale of the golf course is large and these little curlicues looked very much out of place without surrounding sand dune country. They didn't fit and they required an enormous amount of hand labor.

Luckily, the shortage and high price of labor has caused us either to remove or grass-in many of our unnecessary traps.

## PROS, SELL THE GREATEST GRIP IN GOLF TODAY!

For extra profits — and the satisfaction of helping every user's golf game — sell All-Weather Grips. Easy to install. Can be ordered on new sets.

Mail coupon below to any of your suppliers or direct to L. A. Processing Co., manufacturers.

L. A. Processing Company  
2875 Glendale Boulevard  
Los Angeles 26, California

Please ship me.....All Weather Grips and  
.....sets shaft clamps, also installation instructions.

Name.....

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