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CARTS, INC. WITH WILSON IN DISTRIBUTION DEAL
Carts, Incorporated, Altadena, Calif., makers of golf bag carts, have arranged with Wilson Sporting Goods Co. to distri-

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Just Squeeze Bottle
No Messy Bag
ONLY 50 CENTS
NON-SLIP GRIP RESIN
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bute the line in the golf field. The line consists of the Tag-A-Long, standard and de luxe models of the folding Mi-Cart.

Features of the Carts, Inc. line are skid type lower construction which is claimed to practically eliminate possibility of damage to turf, stable balance, tubular bracket which eliminates chafing of the bag, and absence of straps and buckles.



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No burning in hottest weather — applied with fungicide — cuts labor costs to a minimum.

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TREADWAY NAMED HORTON VP



Graham R. Treadway has been named vice-president in charge of sales for the Horton Manufacturing Company, it is announced at the firm's main offices in Bristol, Conn. Mr. Treadway, who has been sales manager since joining the firm following the war, was an assistant vice-president of the Connecticut Trust Co., Hartford, Conn., then for two years was

BETTER TURF

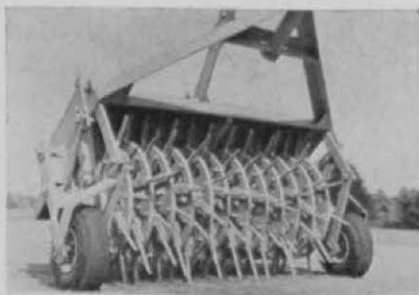
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GOLF BALL RETRIEVER

A gadget for rescuing golf balls that
land in water hazards called the Water
Mashie is constructed of a thin, hollow
aluminum shaft measuring over six feet,
and has a little dip net on the end making
it easy to fish balls out of the water up to
ten feet from shore. Weighing only 7
ounces, it can be telescoped to a three
foot-length to fit any golf bag. According
to the Norton Products Co., manufac-
turer, two or three balls saved pay for
the cost.

COMBINATION GOLF TEE-PENCIL

A golf tee with a pencil tip is the novel
combination known as a "Tee-Writer" now
being merchandised by Schaeffer's Inc., of
Cleveland, Ohio. Ideal for golfer who often
finds himself without a pencil to mark down
the score, the Tee-Writer serves a triple
purpose — as golf tee, pencil and advertis-
ing medium. Packaged in a folder similar
to a large book of matches, the Tee-Writer
comes in sets of five standard size tees.
Space is provided for the advertising mes-
sage of the donor. Information as to



prices, shipment, etc., may be obtained by
writing Schaeffer's, Inc., Hippodrome
Building, Cleveland 14, Ohio.

"HERE'S HOW" NEW BOOK

Morie Morrison, sports cartoonist of the
San Francisco Chronicle, has produced
"Here's How in Golf" which Doubleday &
Co., Inc., 14 W. 49th, New York 20, have
published at \$2.95. The book has by far
the clearest, most understandable illus-
trations we've ever seen in any golf book.
Morie is a genius at this sort of a job
and his illustrations undoubtedly will help
pros explain points that the typical adult
golf pupil doesn't get readily into his or

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her mind and muscles. Morie's pictures with related type and the compact introductory material to sections of the book, present a formula that is bound to have influence on future golf books. The pictures are entertaining as well as instructive. There will be several decided differences of opinion regarding instruction recommendations Morrison got from pros and presents in his book, but even these will be valuable to pros and pupils in instruction because of the way in which the illustrations lend themselves to explanation. The text and illustrations on the mental and physical conditioning phases of the game are especially good and deserve far more attention than generally given them in teaching.

PATTY BERG'S CLINIC SCHEDULE TAKES IN BASEBALL FANS

Patty Berg, good will golf ambassador for the Wilson Sporting Goods Co., recently invaded the baseball empire to give one of her many exhibitions which she finds time for in between tournament events. During an eastern trip she gave an exhibition at the Phillies-Cubs baseball game in the evening, hitting some long iron shots to center field and then chipping some shots around the different bases, using them as targets, after conducting a clinic in the afternoon at the Springhaven CC, Wallingford, Pa., near Phila. where Ted Bickel, local PGA pres., is professional.

She recently conducted 14 clinics in five states—Iowa, Nebraska, Missouri, Kansas, and Oklahoma—worked the New York territory for several weeks while east for the Women's Eastern Open, and then returned to the Midwest for clinics in St. Louis, Oklahoma, Arkansas, and Georgia before entering the Women's Western Open.

"CLIPON", POPULAR GOLF BAG STAND



A practical golf bag stand that has popular appeal is this light, durable stand called "Clipon" distributed by Thommen Sports Equipment Inc., 799 Broadway, New York 3, N. Y. It is made of heavy aluminum reasonably priced and makes an ideal gift for the golfer who packs his own bag. Thommen also features the "Easy-Golfer", a

new folding portable golf cart made of durable aluminum featuring ball bearing wheels with semi-pneumatic tires, long, easy pull handle, and space for two golf bags, if desired. "Easy-Golfer" fits easily into locker or car.

HARDWOOD FLAG POLES

Made of the finest, kiln dried, second growth, tough White Ash. Tapered from approximately 1" at bottom to 3/4" at top, and fitted with flanged aluminum ferrules to fit standard 1 1/8" cup. Sanded finish with prime coat of lead and oil and finished coat of finest white enamel. Available in 2 or 3 color combinations. Immediate delivery.

Your inquiries and orders will be referred to a nearby distributor.

LEAVITT CORP. EST. 1895 URBANA, ILL.

Builders of "Knockdown" bleachers for all sports



WORTHINGTON DISTRIBUTORS BRIEFED ON NEW GANG MOWER TRACTOR

The Worthington Mower Co., Stroudsburg, Pa., recently held a one day sales conference and demonstration in Racine, Wisconsin, home of Jacobsen Mfg. Co., of which Worthington is a subsidiary. Featured was the new Worthington Model F tractor which was viewed by distributors from Chicago, St. Louis, Kansas City, St. Paul, Milwaukee, Grand Rapids, Indianapolis, Fort Wayne, Detroit and Racine. Recently developed, this new tractor has front wheel drive and is steered from the rear wheels. Gang mowers are mounted on the front of the tractor, giving the operator a full view of the cutting operation. A hydraulic lift raises gang mowers off the ground when tractor is traveling over roads, curbs, sidewalks, etc.

WILSON ANNOUNCES CHRISTMAS PACKAGE OF GOLF BALLS FOR 1949

Wilson Sporting Goods Company's Christmas package of Isotropic golf balls, contained in a handsome gift chest will return for the holiday trade, Wm. F. King, vice-pres. and gen. sales mgr. has announced. The 1949 Wilson Christmas package will be better than the 1948 gift package acclaimed by top merchandising professionals, according to King. The gift package will be available in two sizes. The large package will contain 10 of the new Isotropic balls in a metallic finished chest

in rich jeweler's chased silver effect for only \$9.50. The smaller size will offer five Wilson Isotropic balls in an embossed leatherette chest in handsome English saddleleather color for only \$4.75. In both instances the customer pays only the regular price of the golf balls and receives the handsome gift container at no extra cost.

CLUBHOUSES USE RADIANT HEATING

Significant and useful innovations in architectural design are being incorporated in new country clubs under construction this year. The Brook Hollow Golf Club, Dallas, Texas, under the architectural guidance of the firm of Smith and Mills, is installing a new idea in heating comfort which will provide radiant heating for a wide, glassed-in veranda floor which runs across the front of the clubhouse. Coils of black wrought iron pipe will provide relaxing comfort for club members and guests on this veranda even in chilly weather as they enjoy a good meal or watch nearby action on the tennis courts.

OHIO GOLF PEDDLERS TOURNAMENT

Ohio Golf Peddlers Association held its annual tournament at the Shawnee Country Club, Lima, Ohio, Monday, August 1. A Pro-Amateur event was held Sunday, July 31, prior to the Peddlers Tournament. Cash prizes of \$1,000 were awarded for lowest individual scores to professionals, assistants, and seniors.

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