

NEW "KLEET-PROOF" Safety STEP TREADS

FOR ALL CLUB-HOUSE STEPS . . .

Specially compounded of Nylon tire cord friction, this NEW MELFLEX Molded Rubber Safety Tread resists the scuffing, digging action of shoe cleats to a greater extent than any step covering yet developed --- and still provide sure-gripping, slip-proof traction. These treads can be installed outdoors or indoors on any type step with MELASTIC Water-Proof bonding cement --- and for permanence. Reduce club-house step maintenance costs, increase step safety with MELFLEX "KLEET-PROOF" Safety Treads . . . They are supplied trimmed to fit your steps --- no cutting or waste.

MEL-ISLE Heavy Duty Ribbed Flooring . . .

For all club-house areas where a SAFE, resilient, wear-resistant floor covering is needed to meet tough traffic conditions --- locker rooms, hallways, pro-shop, club grill, etc. Marbleized colors or black --- 1/8", 3/16", in color; Also 1/4", 5/16", and 3/8" thickness in black. Cut to dimensional specifications or in rolls 36" wide.



ALL BLACK
1/4" thick
Square or Curved
Nose

Write For Information And Prices

MELFLEX PRODUCTS COMPANY, Inc.

H. L. WARFORD, President

410 South Broadway Akron 8, Ohio

GWA Richardson Award Goes to Fred Corcoran

Fred J. Corcoran, who makes his home opposite Winged Foot's 15th green in Mamaroneck, N. Y. but usually is traveling in behalf of the International Golf Assn., Ladies PGA and assorted golf interests, has been awarded the William D. Richardson trophy for outstanding contributions to the game by the Golf Writers Assn.

Corcoran got 343 voting points from the writers, over 100 more than Walter Hagen, the runnerup for the trophy, received. Joseph C. Dey, Jr., executive dir. of the USGA, was third in the poll.

A native of Boston, Corcoran has been in the game for more than 40 years. He started out as a caddie at Belmont Springs CC in Boston back around 1918. From 1936 to 1947 he was the PGA tournament manager, increasing the circuit prize money from \$80,000 to more than \$500,000 during that time. Corcoran organized the Ladies PGA in 1948, built up this organization's tournament schedule, and then returned to the PGA tournament bu-

reau from 1950 to 1953 when he again boosted the pro prize take, this time to \$750,000. He also was founder of the Golf Writers Assn., originated the PGA and Ladies PGA Halls of Fame and managed U. S. Ryder Cup teams in 1937 and 1953. Fred has been tournament dir. of the International Golf Assn. for the past several years.

In addition to his golf promotion activities, Corcoran has served as business mgr. for Ted Williams, Sam Snead, Jimmy Demaret, Ben Hogan, Stan Musial and the late Babe Zaharias.

Corcoran joins a dozen others who have received the Richardson Award since it was instituted in 1947. These included Bob Jones, Bob Hudson, Pres. Eisenhower and Patty Berg, who was honored by the writers last year.

Golf Therapy and Ike

A recent news release from the American Medical Assn., discussing the state of President Eisenhower's health (better now than when he entered the White House), states: "He has become the world's Exhibit A of golf's therapeutic value to a cardiac patient."