PROS ... Here's Your New

CADDIE CLOTH

PROFIT

- Nothing Like it on the Market
- Every Golfer Needs One-or more
- Year Round Demand . . . Year Round Sales

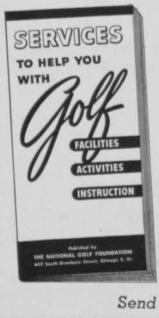
What a polish it gives! The CADDIE CLOTH brings out a high lustre and depth of color on woods that is unmatched by any other material—and makes stainless steel or chromium shafts look like mirrors. Here is a polish that will not chip, peel, crack, or discolor.

CADDIE CLOTH gives the perfect protection. for it imparts an impervious, waterproof film that actually prevents rust and salt corrosion – keeps leather from drying out and cracking. Every golfer, from the youngest enthusiast to the top flight Pro, will go for the Silicote CADDIE CLOTH – the perfect POLISHER • CONDITIONER • PROTECTOR for golf and other sports equipment.

One dozen individually packaged Silicote CADDIE CLOTHS in colorful selfselling counter-display carlon. Suggested retail 89c. Standard discounts.

Send in that sample order today!





INFORMATION ON GOLF

Facilities, Instruction, and Activities Now Available in One Catalog

A guide to publications, information and services of the National Golf Foundation for municipalities, educational institutions, golf clubs, golf professionals and others interested in golf.

Listings include:

Golf Facilities Golf Range Operators Handbook Miniature Golf Courses Golf Lessons Beginning Golf(slidefilm) Beginners Handbooks of Instruction Intramural Golf Tournament Materials A Golf Plan for Schools Golf Instructor's Guide Junior Golf Promotion for Professionals Golf Events Play Golf Stickers Golf Equipment Inventory Sheets Golf Professional Business Manuals

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

May. 1950

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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, III.

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. ALL PICONAGE MUTER DELAN THE Write for descriptive literature \$325

Manufactured by

Motor 1/4 H.P. with speed reducing gears running in oil. Final drive V belt. Brush speed 30 R.P.M. Pressure adjustable. Capacity 10,000 balls per hour. Diameter 26"—Extreme width 36"— Height 24". Weight 285 lbs.

HOLCOMB MACHINE CO. 6627 N. ARTESIAN AVE., CHICAGO 45, ILL

F.O.B. Chicago



Representatives:

CLARK BROTHERS 1029 S. Grand Ave. Los Angeles, Calif.

MARK DOTZLER 6110 Pershing Ave. St. Louis, Mo.

JOHN J. GIBBONS 292 Colvin Ave. Buffalo, N. Y.

PG'S. Make 100% - 500% Profit!



Big public demand tells your profit story! K-Kart is not just another service, but one that brings you back BIG PROFITS. You buy genuine K-Karts (rental model) Golf

Bag Carriers for as low as \$12.50 each. You'll pay for

K-Karts in the first few weeks' rental. Made by the manufacturers of the nationally advertised K-Kart Collapsible Golf Bag Carrier. A real quality product.

STRONGLY BUILT-THEY STAND THE GAFF!

Strong aluminum and steel construction. Interchangeable parts. Low upkeep. Steel basket is easily replaced. Perfect balance. Extremely lightweight. Only one strap. Easy to assemble. Ball-bearing wheels. Semi-pneumatic tires. Order your requirements at once. Mail your order to nearest representative or direct to factory. Satisfaction guaranteed.

10"	WHEEL		5	÷.		4	÷.	\$12.50
12''	WHEEL						*	\$13.50

KUNKLE INDUSTRIES

player, he has assisted in the design of many golf courses, among them being Chippannee, 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 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 Plantsville, and their three sons.

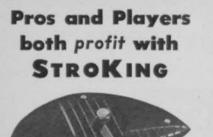
Murray-Wagner Co., 1835 Hyperion Ave., Los Angeles 27, Calif., has a new practice device, Pro Swing, which consists of a strong, thin, plastic line, one end of which is attached to a wall or pole, and the other fixed to the club by a clamp. By keeping the wire taut a good swing groove is said to be developed.

May. 1950

For Immediate Delivery 2,000 Dozen DRIVING RANGE BALLS Brand new – The toughest and best performing range balls on the market today! Manufactured by one of the foremost golf ball makers – Here's a new golf ball that will withstand the severe punishment of driving range use and, after a full year's service you'll still have a real golf ball. A BARGAIN BUY WHILE THEY LAST...\$2.88Bpoz. NORTHERN BALL CO. 3441 N. Claremont Avenue, Chicago 18, 111.

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SELLS APPAREL FOR PRO SHOPS



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 onepiece 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 221/2 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.

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:

407 S. Dearborn Street CHICAGO 5, ILL.

Contract of

SMART SKIRT FOR GOLFING

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

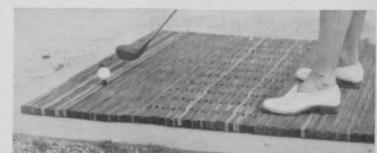


colors and 10 to 18 sizes. Suggested retail is \$8.95 and pros' wives who have seen the skirt say it will get business in the pro shop. The skirt has a pleated expandable left-hand pocket with tee holder that doesn't interfere with a swing. An elastic inner waistband anchors wearer's shirt.

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,

The exclusive in-SUPERB terlocking sole plate is precision DESIGN fitted and positively bonded against movement and moisture. The head is guaranteed to never loosen on the shaft. Tough, hand-rubbed varnish finish will not chip or cruck. King's are handcrafted to your exact needs. Prompt delivery. KING'S Custom Made **GOLF CLUBS** P. O. Box 3252 SHREVEPORT, LA. Sold by Pros Only ustom OODS



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TOUGHER • EASIER PLAYING REINFORCED • LONGER LASTING REVERSIBLE

MELFLEX Leaders for the Clubhouse Mel-Isle Runners Vinyl Runners Rubber Range Tees Landing Mats Step Treads Shower Mats



Made from Airplane bomber tires. . They outlast all others. . . Lay flat for firm, confident player footing. . . Rugged construction, full 1" thick; reversible for added service. . . Extra reinforced with heavy metal side plates, and No. 9 GA Spring Steel Zinc Coated Special Galvanized Wire used throughout. . . The utmost in carefree tee mat economy. Stock Sizes: 18" x 36" - 18" x 48" - 48" x 48" - 48" x 48" - 18" x 50"

Your inquiries will receive our prompt personal attention, with no obligation.





Golfdom



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 spe-

100% profit for you!

36 pair, in attractive counter-display box, quickly sell for \$9.00 (25c a pair). Your cost, \$4.50, PROFIT \$4.50.

The shoe laces golfers need and love. TOUGH, long-wearing NYLON laces. Waterproof too, and specially made to stay tied! Don't miss these easy, extra profits. ORDER NOW, "Stay-Ty" from your jobber, or direct from us.

Rhode Island Textile Co. Columbus Av., Pawtucket, R.I.

cial 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-





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 fingerlifting 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 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 hood may be quickly swung over the clubs and zipped to a neat fit when desired.

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



CONTRAST EYE APPEALING COLORS COUNTER DISPLAYS ADVERTISING AIDS

FUNCTIONAL DESIGN SNUGRIP A ROWLES ORIGINAL GOLF GLOVES

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.

 SKIN TIGHT FIT assured by SNUGRIP clasp molding Glove to hand and wrist. Dress Glove standards of Materials and WORK-MANSHIP.

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 analomy 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 JOHNSTOWN, NEW YORK

Golfdom

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



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. Galligan, 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 Gerritt V. Weston, sales promotion manager of general products. The move is effective May 1st.

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; James J. Galligan, sales development manager of general products; and Gerritt V. Weston, sales promotion manager of general products.

Also moving to Providence on May 1





HELP PREVENT DOIT WITH A MECLAIN POWER BROWN PATCH ERATION SPIKER & PERFORATOR Many courses now depending on their McClain Spikers to help keep Brown Patch down to lowest point. Low cost saved many times by fungicide and fertilizer economy. It really works. McClain Spikers now available in both Hand and Power models. Separate Power Unit may be attached to your present Spiker if you now have our Hand Outfit. This is big news and the greatest help offered Golf Write Courses for in a long Literature time. Today. McClain

Brothers Company Canton,

Ohio

R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor effi-ciency and cultivate turf ... that's why more than half the U.S. and Canadian clubs use them. Durable and low minod and low priced.

Sample spud and circular on request: advise make of trator and purpose for which intended. Immediate shipment. If your Ford or equip-ment dealer cannot supply, write direct to

R. S. HORNER Geneva, Ohio MFR. OF SPUDS, FORD-

SON WHEELS, ETC.



are Thomas L. Skinner, assistant sales manager of drug sundries, waterwear and specialties, who was formerly district sales manager of general products in St. Louis; Regis W. Higgins, assistant sales manager of golf balls, who was formerly district sales manager of general products in Detroit; Willis B. Duckman, sales assistant in drug sundries; and Richard A. Geisler, assistant to Mr. Weston.

Joseph G. Kowalski has been promoted from Providence plant to become assist-ant to John W. Sproul and Walter J. Morris becomes sales assistant in drug sundries. Both were transferred from the sales coordination department.

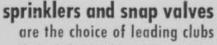
EQUIPMENT FOR PICNIC COMFORT

The American Playground Device Co., Anderson, Ind., have three items of interest to golf and country club officials. Illustrated below is the American Ap-proved Heavy Duty Streamlined Park



Attractively streamlined, Bench. this bench is engineered for greater comfort and seating capacity, combining beauty of line with tremendous structural strength. Fabricated of new 1%" tested steel pipe, strongly crossbraced and heavily through bolted, this bench has seat and back made of highest quality, air-dried native oak, finished in Johnson's green Wax-O-Namel.

SKINNER



Nearly a half century of research and engineering are behind each Skinner Sprinkler. Years have been spent developing and improving the Skinner Line to meet golf's varied and exacting needs. Single units or complete systems available,

with these outstanding features: lightweight trouble-free operation . . . easily adjusted rota-tion speed . . . all parts brass, bronze or staintion speed . . . all parts brass, bronze less steel. Write for data on the finest green'' irrigation equipment—SKINNER. "tee to

The SKINNER IRRIGATION COMPANY 415 Canal St., Troy, Ohio

KINNER-Pioneer and Leader in Irrigation for nearly half a century.