



New Information:

California By-Products Co.

San Francisco
U.S.A.

Company:

Not much is known about this company which operated in the 20s and 30s.

The logo of the company is shown below. CBP Co., California By Products Co., also California Athletic Goods.

Rackets manufactured:

From an ad in the "Australasian Lawn Tennis" magazine November 30, 1925. Ad featured by Maurice Samuels, Wholesale Distributors, 8a Castlereagh Street, Sydney.

1925:

California, concave, frame of two strips of selected white ash. Handles of solid white basswood. Shoulders reinforced with heavy taping.

"World Champions, **William Tilden** and **Bill Johnston**, like the **California Rackets**, and use them exclusively. Strung with 'California' gut."

Racket of the collection of Aldo Romeo:

California Model G, concave, laminated, five bindings on each side of the shoulders, deep grooved handle.

Estimated: 1929

Racket of the collection of Randy Crow:

Hollywood, concave, laminated, rawhide insert, combed handle.

Estimated: 1925



Up-to-the-Minute with the MODERN Game!

Accuracy in tennis never gave old fashioned but when it comes to speed and strategy—What! Their development is limited only by physical laws, hence **AND THE RACKET**. Up-to-the-minute improvements in the California Racket give it all the real speed you can use, and a balance in your hand so natural that you are suddenly unconscious of it. Frames are of two strips of selected white ash. Handles of solid white basswood. Shoulders reinforced with heavy taping.

World Champions, William Tilden and Bill Johnston, like the California Rackets, and use them exclusively. It is strong with "California" gut, with which more National and International Championships in America have been played than any known make.

Is it as important as your shoes?

Real photograph of champion TILDEN (as shown on front cover) free on request.

Maurice Samuels,
Wholesale Distributor,
8a Castlereagh Street, Sydney, N.S.W.



Picture published in the USTA Magazine, issue 1999.

Bill Tilden, at The U.S. Championships which he won first in 1920. He uses a "California".

Photos of rackets by [Aldo Romeo](#), Cincinnati, Ohio, USA





Additional information to page 108:

Centurion Industries

Patent used for their rackets:

3 702 189

Application filed March 4, 1971, continuation in part of application of Nov. 6, 1967, of Oct. 7, 1968 and of Oct. 6, 1969.

Patented Nov. 7, 1972

5 claims

Tennis Racket

Abstract: ...a one piece frame with a handle comprising a hollow core, the shaft region being formed into twin arms which diverge in a neck portion, the hollow core being closed with a cap...

Inventors: **Thomas P. Galich**, Beverly Hills, California, U.S.A.

Drawing: Please consult Page 575 in the book

New information:

Chicago Sporting Goods Co.

1920:

2053 Powell Street

Chicago

USA

Company:

The company was acquired by The Thomas E. Wilson & Co. (later Wilson Sporting Goods Co.) in 1920. It was a manufacturer of leather products and knitting goods and had just built a 100.000 sqft building at 2053 Powell Avenue. Apparently it made or distributed also tennis rackets.

Rackets manufactured:

c. 1915:

Triumph, convex wedge

New information:

Cober

USA or Canada?

Rackets distributed:

Late 1970s:

Broadway

Prestige

Winner

Winnipeg

Right side:

Cober: Winnipeg, c. 1978

Courtesy Dr. H. Kerling





Additional information to page 111:
Cortland Line Company

Company:

From a Cortland catalogue c. 1960:
 "Cortland has pioneered an outstanding achievement that has revolutionized the racket industry... the use of radio frequency heating to bond the various parts of the racket into a single unit that is stronger than the original wood. Cortland's R.F. Resin-Bonded frames. All Cortland rackets are now R.F. bonded - your guarantee of a stronger, livelier racket."



Left:
Pacemaker c. 1939



Streamline c. 1942

The coloured wooden stripes are easily seen (red, blueish, red).

Pat. RE 21 471, marked on the racket, is identical in most respects to the original patent No. 2 147 587, of Feb. 14, 1939. It was reissued (RE) May 28, 1940. Abbreviated claim:
 ...coloured wood inserts as laminations...

Rackets manufactured:

From a Cortland catalogue
 c. 1960:

Aero Driver, similar to the Universal
Universal, 11 ply laminated frame of ash and fibre strips. Maple overlay. Rawhide shoulder reinforcements. Australian type shaft.

Sears Cup, 11 ply laminated frame of ash and fibre strips. Australian type shaft with laminated handle flakes. Rawhide shoulder reinforcements. Named in honour of the nationally famous women's trophy.

Top Trophy, 11 ply laminated frame of ash and fibre strips. Maple overlay. Rawhide shoulder reinforcements. Australian type shaft.

Aristocrat, 11 ply laminated frame of walnut dyed ash and fibre strips. Maple overlay. Rawhide shoulder reinforcements.

National Champ, 11 ply laminated frame of ash and fibre strips. Maple overlay.

Medalist, 9 ply laminated frame of ash and fibre strips.

Guest Star, 9 ply laminated frame of ash and fibre strips.

Acemaker, 8 ply laminated frame of walnut dyed and white ash strips.

Club Special, 8 ply laminated frame of ash strips.

American Driver. "This sturdy bat was used by the Armed Forces all over the world." 8 ply laminated frame of dyed and white ash strips.

Pacemaker, 8 ply laminated frame of ash and fibre strips.

Collegian, 8 ply laminated frame of ash and fibre strips.

Interceptor, 7 ply laminated hardwood frame with one black fibre strip.

Junior Champ, 1 1/2 " shorter. 6 ply laminated hard wood frame.

Cyclone, a full size 6 ply laminated hardwood frame

Selected Rackets from collections:
Pacemaker, laminated frame, *made to US Patent No. 2 147 587 (dyed wooden stripes as laminations)*.

Estimated: 1939

Streamline, laminated frame, *made to US Patent No. RE 21471 (dyed wooden stripes as laminations)*.

Estimated: 1942

Collegian, laminated frame, with Vulcan fibre or coloured wood inserts. Estimated: 1960

National, laminated frame Estimated: 1960



Additional information to page 112, and page 173:

Cragin-Simplex Corp. and Garcia Corp.

Walter Montenegro, long time owner of the Cragin-Simplex Corp. reports: **History of Cragin-Simplex**

Cragin-Simplex was established in 1914 and owned by Mr. Calhoun Cragin. The Company **specialized in tennis equipment** and had offices at 53 Park Place, New York City.

Between 1914 and 1939 when I purchased the Company, a metal press for tennis rackets in the form of an X had been contracted for, from a company by the name of Simplex Mfg. Co. and by mutual agreement Calhoun Cragin added the Simplex name to Cragin and registered the Company as Cragin-Simplex. He also used the press as part of the Simplex name, so that the X at the end of Simplex name was the picture of the metal press.

Cragin-Simplex was purchased in 1937 by Mr. Frank Saladino of Saladino & Sons of Chelsea, Mass. Saladino & Sons was a company that made tennis strings out of silk and nylon and he entrusted Cragin-Simplex to a couple of employees who did well at managing it at the beginning, so that Saladino did not have to shuttle back and forth from Massachusetts to New York too often. The tennis business in general was slow and Cragin-Simplex started to slide a bit to the extent that Saladino eventually chose to sell it. I had been doing business with



Saladino and we became friends. He thought that I would be the logical man to take over Cragin-Simplex and, this became official on March 4, 1939. It was no easy task to run a company that was small and literally dead, in the face of formidable competition, such as Spalding's, Wilson's,

McGregor's, etc. to name just three. Through a strong and persistent desire to apply a formula that I always had much faith in, Cragin-Simplex began to climb up and eventually became an important member of the tennis community of tennis suppliers. The formula? Giving value, service and quality.

With the team I had, my son Bob as the Vice President and loyal employees, the future of Cragin Simplex seemed assured. We were making our own rackets which were fairly well accepted and made some inroads in the world of tennis and squash racquets, especially as we made under private label a good portion of them to the Professionals. In squash we were fairly strong because our racquets became quite popular, especially one model called the **Whipstroke**. In addition our squash balls were the official ball of the U.S. Squash Racquets Association. We supplied four balls, the **Green Diamond** for singles and doubles and the **Yellow Diamond** also for singles and doubles which extended the squash season to a full year for the first time. With the Yellow Diamond ball squash was played in the summer, no matter how hot the weather was.

The previous official ball lost its official status because it had become so bad as to hurt the game and kill the game. The Cragin ball was so good, it revived the game. Everybody was happy with it.

In addition, we supplied the winning trophies each year for a few years for the professional tournaments and also published in 1962, the Squash Magazine. It was the very first magazine the Squash Association ever had and it was distributed free. It set a precedent and became extremely popular and appreciated. It is still in circulation today, thanks to another entrepreneur. We used it as a house organ, advertising only Cragin-Simplex products.

All this contributed to the growth of Cragin-Simplex and one particular company which had taken notice of it, approached us with the invitation to merge our business with theirs. This was the **Garcia Corporation**. A very large fishing tackle company, which

had made a fine reputation through its Mitchell fishing reel among other things. Its president was well known to me. In fact we were friends and on one occasion when I introduced him to my Secretary, I learned that he took a liking to her and eventually married her.

I was quite cool to the idea of the merger. After all, I had my son Bob with me as my right hand man and who was to be the heir of the business upon my passing on. Surely I was not looking for outside help. However, I was kept busy with explanations of how much Cragin-Simplex would gain together with Garcia and done so repeatedly that I eventually weakened and agreed to the merger in 1972.

It was not too long after, that my son and I, "saw the handwriting on the wall" and realized then that things were not rosy. It did not take long for the Garcia Corporation to file for protection from the bankruptcy Law, from which it could not recuperate.

As for me, the experience of seeing a strong and fairly popular company as Cragin-Simplex, go, "down the tube" through no fault of its own, but, rather been dragged into it, was a sad life-lasting experience. Forty years of time consuming hard work lost completely. A sad, sad story.

Respectfully submitted, **Walter Montenegro**, May 20, 2000

Rackets manufactured:

From the Cragin-Simplex catalogue in **1964:**

Professional Model, reinforced on shoulders and throat with fibres.

\$ 37.50 strung with VS gut.

Pro-Bat, reinforced with beautiful gray fibres. \$ 36.- strung with VS gut.

Cardinal, \$ 33.- strung with VS gut.

Blue Arrow, horseshoe overlay of maple. \$ 19.- strung with Ashaway Pro-Fected Nylon.

Coronet, \$ 16.50 strung.

From the Cragin-Simplex catalogue about **1966/67:**

Crusader, 8 ply laminated.

Pro-Bat, ditto

Cardinal, ditto

Blue Arrow, ditto

Coronet, 7 ply laminations.

Midget, ditto



New information:

Davega Sports

Division of Atlas Stores Corp. of America
Probably situated at Fifth Avenue
corner Fifty-Sixth Street
New York
USA

Company:

The Atlas Corp. was founded by Floyd Odlum. In 1932, Odlum bought a department store in New York and integrated it into the Atlas Corp. The company distributed also tennis "Davego" balls in cans.



Davega Sports: Champion, c. 1930

Selected racket from a collection:

Champion, solid frame, concave, throat-piece of beach, cedar shingles, combed. Butt leather.
Estimated: 1930

