Kirkwood does his stuff for Mexican gallery.

ON TO MEXICO
Levinson, Wilson Official, Sees Big Golf Market in Southern Republic

David Levinson, vice president of Wilson-Western Sporting Goods Co., recently returned from what was intended to be a pleasure trip to Mexico with a tale of golf trade development that puts Dave in the class of Marco Polo as a trade envoy.

When Dave arrived at Mexico City and paid his respects to the hospitable and active Harry Wright, who is the first man of golf in the southern republic, he learned that Joe Kirkwood was to visit the capital for a trick shot exhibition. "Let's make it a party," suggested Dave. He telephoned Al Espinosa at San Antonio and Joe and Al flew from the winter circuit to Mexico City. It turned out to be an especially good jump for Al, as he signed up for a winter spot as pro at the Mexico City CC, where Manuel Barrera is resident professional. The Mexicans are greatly interested in Barrera's development as an international tournament star, and Al is expected to bring the boy along.

A match was played by the Kirkwood-Espinosa team with Harry Brown, Chapultepec pro, and Barrera as Joe and Al's partners, respectively. Joe and Al scored 73s, Barrera 74 and Brown 76. Al and Joe also played with many local amateurs, among them President Rodriguez, Gen. Plutarco Calles, James Stewart, W. F.
For Little Money, It Does BIG Things

Unusually low first cost. Unusually low operating cost. Yet, it does all the work of a golf course.

STAUDE General TRACTOR


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Flanley, E. D. Brewster and Juan Icaza, the latter golf captain of the Mexico City CC.

Levinson says that the present status of golf in Mexico promises a lively and speedy development. A new club in the Mexico City district, Cuernavaca, recently has opened one of the finest clubhouses of its size in the world. Children are being taught the game and Espinosa-Kirkwood matches were responsible for arousing much golf interest among adults. Mexico is sport-minded, Dave tells you, and unloads an armful of newspaper clippings concerning the Espinosa-Kirkwood visit he engineered to prove his statement.

The government is taking an active interest in sports and enlisted Levinson’s efforts in getting a baseball team of Mexican youngsters booked for the World’s Fair at Chicago this summer, as well as in getting equipment for Mexican university football teams. He provided government officials and their wives with tickets for the golf exhibitions, saw to the publicity and in general played the part of stage Mexican notables greet the Espinosa-Kirkwood Team. Left to right: Jose Abiega, Jr.; Juan Icaza, Joe Kirkwood, Al Espinosa, President Rodriguez of Mexico, Ignacia de la Barballa.
manager for a golf show that has given
the game additional impetus.

Seldom do Mexican stores handle golf
goods. All of the equipment is personally
imported or handled by the pros. Prices
compare favorably with United States
prices. Levinson placed some Wilson-
Western advertising in the Mexico City
newspapers at the time of the Espinosa-
Kirkwood visit and staked out a claim to
the market. Newspaper rates are low, and
with some advertising the newspapers are
willirig to co-operate with golf promotion
publicity.

President Rodriguez of Mexico was one
of the customers Levinson signed up on
his visit. The president wanted to buy
Espinosa’s own set of Oggmented clubs but
Al wouldn’t sell for all the Palomas in the
country. The president insisted on paying
for his equipment, which makes the Mex-
ican trade look great.

KROFLITES NEEDLED

New Method Keeps Tough
Cover But Adds
Distance

After struggling with the problem for
several years Spaldings finally have hit
the way that satisfies them for retaining
the tough, vulcanized cover on the Kroflite
and adding from 7 to 10 yards distance.

The process, briefly, consists of needling
a liquid into the core of the ball to re-
store the internal pressure lost on the ball
when it is moulded and vulcanized on.
When the needle is withdrawn the hole is
sealed by the internal pressure.

Spalding’s first experimented with the
needling process a couple of years ago.
After making later developments in the
method it was adopted and balls turned
out for test early last year. In the fac-
tory is a continuously operating driving
machine that has been testing these balls
for many months, and which, in addition
to the field tests, showed the ball as com-
ing up to Spalding’s high hopes.

The makers’ press release on the new
ball says, in part:

Most of the secret of a long flight golf
ball lies in internal pressures. For in-
stance, the -longest ball in the game has a
pressure, at the core, of 1,500 to 1,600
pounds per square inch. However, this long
distance ball has always had one disad-
vantage—the soft cover cuts.

The tough cover ball had one disadvan-
tage. Some distance was sacrificed to dur-
ability. Spaldings wanted both durability
and distance. The solution was simple in
conception, but difficult from a production
standpoint. A hypodermic injection of
6/100 of an ounce of liquid into the core
of the tough cover ball increased internal
pressure and increased distance as much
as 7 to 10 yards on the average long drive.

One of the main essentials of a long dis-
tance golf ball is high pressure at the core,
which provides the necessary high elas-
ticity under impact of the club head. This
pressure, exerted on the liquid sac which
constitutes the core, is built up by the
winding over the core of a continuous
thread of rubber under tension.

The cover is then applied over the wind-
ing by a moulding process which seals the
two halves. In the case of the long dis-
tance, softer cover balls, the moulding tem-
peratures are not high enough to cause loss
of tension on the winding, and in conse-
quence an internal pressure of 1,500 to
1,600 pounds per square inch is retained in
the finished ball.

When the tough cover of the cut-resist-
ing ball is applied, however, much higher
temperatures are required. This cover be-
ing vulcanized and a longer time in the
press necessary. The result is a loss of a
part of the tension on the rubber winding,
the effect of heat on stretched rubber and
a consequent loss of a part of the internal

A New York Journal cartoonist gets laughs out of the Kroflite needling idea.