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
willing 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When the needle is withdrawn the hole is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.
This machine needles the Kroflite cores.

pressure. The result is a ball which, while having a cover that is practically proof against cuts, at the same time has a distance from 7 to 10 yards less than its softer covered brother.

Here was the problem for science—how to restore the lost pressure and still retain the tough cover. Obviously it was a job that had to be done after the ball had been completed, since the loss of pressure was an inescapable result of the vulcanizing process.

A "shot" in the core did the trick. A hollow steel needle, similar to a fine hypodermic needle, is thrust through the cover, through the rubber thread windings, and into the liquid center. The added quantity of liquid—exactly six one-hundredths of an ounce—is forced in under high pressure. Immediately an initial pressure of 800 pounds is raised to about 1,400 pounds, being what the ball really needs to get maximum distance.

The Last Word in Sprinkler Efficiency
RainKing

Model E
At any given pressure, will throw more water, throw it farther and spread it evenly throughout the entire circle watered than any other sprinkler we know of. Instantly set to turn at speed that is hardly perceptible or at any faster speed desired. Sturdily built, and will last and perform well for many a year.

Model F
Available Also Without Roller Base
Instead of roller base, the Model F has quick connection, to snap into the valve installed for the usual fairway watering.

Send for bulletin, "The Economical Watering of Fairways"

RAIN KING—the Most Practical and Economical Quick Coupling Valve.

Offers less resistance to water pressure—has less frictional surface to cut down pressure than any other valve. Unbreakable construction. Foolproof. Attaching hose or sprinkler turns on water. You'll need fewer valves if you use Rain Kings.

Mode and Guaranteed by
CHICAGO FLEXIBLE SHAFT COMPANY
5615 Roosevelt Road
CHICAGO, ILL.
44 Years Making Quality Products.

The Toro Power Greensmower
Built in two sizes, 17½-inch and 19½-inch, and with all the high-grade features of the Toro hand greensmower. Motor is 4-cycle, air-cooled, built up to the most modern standards. A thoroughly satisfactory single-unit power machine. Write for complete catalog.

Toro Manufacturing Co.
3042-3168 Snelling Ave.  Minneapolis, Minn.