MAC GREGOR OBSERVING ITS GOLDEN JUBILEE IN CLUB-MAKING

A Golden jubilee year in golf club-making is being celebrated during 1947 by MacGregor Golf, Inc., whose historic background dates back 118 years.

MacGregor craftsmen who moved from Dayton, Ohio to Cincinnati in the spring of 1946, plan to observe the 50th anniversary of MacGregor club-making in the new MacGregor plant in Cincinnati in which is invested more than $1,000,000 for new machinery and equipment facilities that are unique in the industry.

With the firm's history dating back to 1829, the name MacGregor became associated with the golf business in 1874. George Mattern, a member of Coxey's Army in the late 1890's decided to "take a look" at Dayton, Ohio in 1897 and dismissing himself from Coxey's forces sought a job in the MacGregor plant. Mattern was a born craftsman. He experimented on wood for golf clubs as the game was being developed in America.

The first MacGregor golf club head was turned out on a machine used in manufacture of shoe lasts. As last-making was a major production of the firm in the pre-golf club making period, the early clubs were turned out with the adaptions of last-making machinery coupled with the individual handcraft of artisans.

From the small beginning in 1897, MacGregor pioneered refinements in clubs and golf accessories. Veteran "gold-badge" MacGregor craftsmen who have been associated with the firm in development of the science of making golf clubs for the major part of their lives in Dayton are continuing their noteworthy work in the new Cincinnati plant.

MacGregor declares it pioneered in making the first set of perfectly matched clubs and says that notable among MacGregor "firsts" in golf history are:

1. First to insert a keystone plate to give the club better balance, first to market a four-club set of woods and first to use a steel shaft and a protective sheath finish.

2. Experience of professional champions in improving clubs was early utilized by MacGregor and names of these men were eventually used on the clubs which they helped to design.

Through cooperation of championship golfers MacGregor developed its Pro-Technical Advisory board which today includes Byron Nelson, Ben Hogan, Craig Wood, Tommy Armour, Tony Penna, Jimmy Demaret, Herman Barron and Claude Harmon.

Henry P. Cowen, MacGregor pres. and genl. mgr., says many new machines for iron club and wood club making replacing operations ordinarily done by hand are starting points of the company's second 50 years of progress.

MacGregor's complete line includes golf clubs, golf balls, golf bags and accessories, tennis and badminton rackets, tennis balls and Craig Wood sportswear.