

J. Walter Spalding, Co-Founder of Company, Dies, Age 75

J. WALTER SPALDING, who with his brother, Albert G., founded the A. G. Spalding & Bros. organization in Chicago in 1876, died at his home in Monmouth Beach, N. J., Sept. 11.

Mr. Spalding was born at Byron, Ill., 75 years ago, and started his business career in the banking business in Iowa and later at Rockford, Ill. He was chairman of the board of A. G. Spalding & Bros. at the time of his death.

After Albert G., wiry kid pitcher for the Rockford team, attained athletic fame by defeating the famous Nationals of Washington, the Spalding brothers decided to launch into the athletic goods business and cradled their enterprise in a small store on Randolph street, Chicago. The Spalding youths were two-fisted battlers and played an important part in the formation of the National baseball league, which was organized to take control of the game away from gamblers and hoodlums who previously had been in command. Early in the history of the business, Albert and Walter were joined by their brother-in-law, William Thayer Brown, the association being responsible for the "brothers" in the corporate name.

Walter Spalding was the merchandising genius of the tribe and golf owes considerable of its successful nursing in this country to the initiative with which he went about increasing the market for the equipment brought into the company's headquarters by Julian Curtiss upon Curtiss' return from an early trip abroad.

For the last 30 years Mr. Spalding, and his wife, the late Marie Boardman Spalding, spent their winters in Florence, Italy. They were sponsors and guarantors of the Florentine Symphony orchestra and were decorated by the Italian government for their helpfulness to Italian culture.

Mr. Spalding is survived by two sons: Boardman, vice pres. and treas. of the Spalding organization, and Albert, the noted violinist, and his sister, Mrs. William Thayer Brown.

BEGIN now to think about your landscaping program for this fall. Shrubs and young trees should be planted then, not in the spring. Fall is also the time to put out bird houses; weathering over the winter removes human and paint odors.

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