

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 Ogmented clubs but Al wouldn't sell for all the Palomas in the country. The president insisted on paying for his equipment, which makes the Mexican 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 restore 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 When the needle is withdrawn the hole is sealed by the internal pressure.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 factory 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 coming 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 instance, 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 disadvantage—the soft cover cuts.

The tough cover ball had one disadvantage. Some distance was sacrificed to durability. 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 distance golf ball is high pressure at the core, which provides the necessary high elasticity 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 winding by a moulding process which seals the two halves. In the case of the long distance, softer cover balls, the moulding temperatures are not high enough to cause loss of tension on the winding, and in consequence 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-resisting ball is applied, however, much higher temperatures are required. This cover being 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

NEWS AND VIEWS—

Kicking the Gong Around

By Haenigsen



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



This machine needles the Krollite 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.

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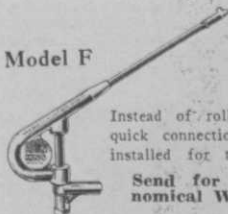
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