

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

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.

Executive personnel assisting Cowen in direction of the MacGregor operations involving 400 employees are: Stanley M. Clark, sec. and credit



MacGregor Golf, Inc. executives plan company's Golden Jubilee year. L to R: J. Robert Lysaght, production control mgr.; Allen F. Heeter, genl. supt.; William A. Koegel, sales mgr. (dealer accounts); Henry P. Cowen, pres.; William J. McNulty, vp.; Stanley M. Clark, sec.; Robert D. Rickey, sales mgr. (pro sales).

business in 1874. George Mattern, a member of Coxe's Army in the late 1890's decided to "take a look" at Dayton, Ohio in 1897 and dismissing himself from Coxe'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 adaptations 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:

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.

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

mgr.; William J. McNulty, v.p. and genl. merchandising mgr.; William A. Koegel, sales mgr.; Robert D. Rickey, advertising director; Allen Heeter, general factory supt. and Robert Lysaght, production mgr.

Cowen who entered the sporting goods business in 1930 after graduating from Cornell University served as v.p. and assistant genl. mgr. with the late Clarence H. Rickey in operation of the MacGregor plant in Dayton and succeeded Rickey as pres. and genl. mgr., following Rickey's death 2 years ago.

MacGregor has installed an entirely new manufacturing unit for production of golf balls. C. C. Ryden with years of experience in golf-ball production is directing the department.

PRO LAUDS GREENKEEPERS — Ed Livingston, pro at Minnehaha CC, Sioux Falls, S. D. and a well known official of basketball and football in the Dakotas, was a guest columnist for the Sioux Falls Argus-Leader when sports editor Spence Sandvig was on vacation. In the column he wrote Ed suggested "an orchid for the unseen or forgotten men in golf, the greenkeepers." He paid tribute to Cliff Anderson, gkpr. of the Elmwood Park club and Charlie Stringham, Minnehaha's gkpr., for being "constantly on the job making improvements which add greatly to the beauty of the courses and striving to keep the greens and fairways in fine shape at all times."