

Spalding Building \$2-Million Plant at Willimansett, Mass.

A \$2,000,000 plant with about 300,000 square feet of floor space and covering approximately 7 acres is being built by A. G. Spalding & Bros. beside their Willimansett, Mass. factory.

Spalding contemplated this project before the war, shelved it when called upon to convert and operate their plants for the production of several precision articles of warfare. Since shortly after V-J Day Walter B. Gerould, Controller-Sec. of Spalding, assisted by other executives, engineers, and department heads, has directed and coordinated all phases of this undertaking which not only entails new construction and new equipment, but also the simultaneous rearrangement of parts of the Willimansett plant.

The design and plans of the new Spalding building were created by architect Lathrop Douglas. John W. Harris Associates will erect the buildings. The new steel and reinforced concrete structure will join, on one end, the present Willimansett plant which contains about 200,000 square feet of floor space and is situated on a plot of 32 acres.

When the new construction has been completed, the two adjoining factories combined with the other smaller buildings will cover approximately 13 acres, leaving adequate space for a 500 car parking lot, a baseball diamond and various outdoor recreational facilities for employees. Also there will be room for the Spalding driving range where for nearly two decades golfing greats have experimented with new designs for clubs and have watched the scientific comparative driving of golf balls; where scores of the top-sluggers in the National and American Leagues have seen

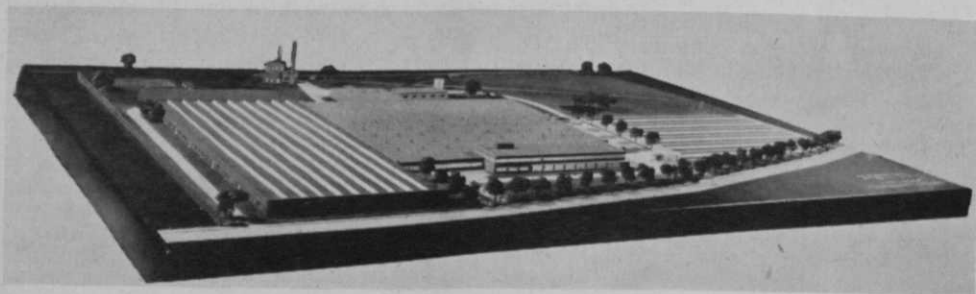
their official baseballs in batting trials; and, where the gridiron's finest booters have witnessed kicking tests of the J5-V official football.

Spalding's building plans and specifications include the most advanced methods and machinery and streamline of the many and varied production lines. There will be entirely new ways, means and systems for the handling of the huge quantities of raw materials that pour into their railroad siding daily. For example, Spalding requires around 2,000,000 feet of lumber a year for tennis rackets. When the new plant is finished this lumber will be moved by special machinery and will be routed so that about ten separate 'handlings' will be eliminated.

Interesting features in the new factory are: a large display room, a modern hospital, a cafeteria to feed 500 at a sitting, large quarters for the Spalding Research Laboratory and a very advanced photographic department, which will have a high-speed unit to make pictures of exactly what happens to every kind of sports equipment under the strain and stress of actual play as well as the complete movements of a player in action. The photographic department will be under the direction of George Temple who believes there are unlimited possibilities in its future development and that it will prove of inestimable value to the Spalding Research Laboratory.

Spalding broke ground for this new plant on June 23rd and they expect to have it in operation by late spring of next year. At that time they will vacate entirely the Chicopee factory and warehousing facilities; moving everything to Willimansett

Model of \$2,000,000 addition to Spalding plant at Willimansett, Mass., shows latest in outdoor and indoor facilities.



about two miles away.

Spalding has been manufacturing athletic goods in Chicopee, Mass. for over 50 years, having started in Chicopee Falls in 1894 the year before they produced the first golf clubs in this country. In 1904 they moved to their present factory in Chicopee Center. The Willimansett plant and property were acquired in 1930. Other Spalding plants now in operation are: Brattleboro, Vermont, which has been making tennis rackets since 1938 but will close when the new plant is completed and all tennis racket production is consolidated at Willimansett; and Brooklyn which has been functioning since 1895 and will continue in operation after the new construction project is finished.

The addition of a \$2,000,000 plant by the Spalding company recalls that the two Spalding brothers commenced business in Chicago 71 years ago with a total capital \$800. In the intervening years A. G. Spalding & Bros. has blazed the way in all forms of sport, acquired A. J. Reach and Wright & Ditson, rolled up assets of over 15 million dollars and total sales for last year, 1946, of close to 19½ million dollars.

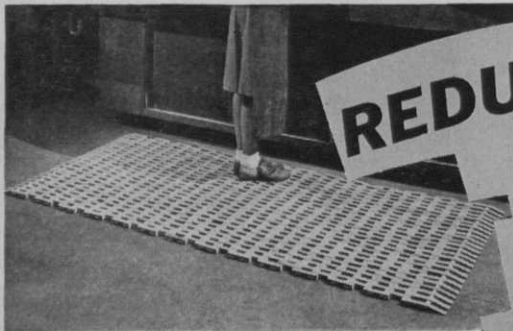
The new factory will increase production and will add an estimated 20% to the number of employees in the Chicopee-Willimansett locale.

DETAILS LARGE PART OF COURSE UPKEEP

Prof. Lawrence S. Dickinson, U. of Mass. course maintenance authority, was featured speaker at Northeastern NY Greenkeepers' Assn. meeting held at Pittsfield (Mass.) CC May 14. Dickinson said that checking up on details of upkeep neglected during the war was very much in order now. Despite the greenkeeper still having a serious problem in trying to stretch the budget to meet higher wage costs Dickinson noted that club members and officials again have become conscious of time-taking detail jobs that give a course a smartly-groomed look.

Need of renewing attention to these details accented the greenkeeper's job in developing in his men a sense of personal responsibility and pride, Dickinson pointed out.

Gil Middleton, pro-gkpr., at Pittsfield CC, was host. He explained and demonstrated methods and equipment successfully used in his maintenance work. Prof. Glenn C. Russell, asst. to Dickinson, spoke on the school's short course for greenkeepers and the U of M's other work for golf clubs.



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