"Turn in your old golf balls today and your members will be out there playing tomorrow". That's the idea of Spalding's new Golf Ball Salvage Plan. Spalding announced the plan to its pro customers with the material illustrated. This includes an instruction sheet giving details and posters for locker-room and clubhouse urging members to "Bring your old golf balls to the Pro shop... Ask about the plan to keep you out there swinging all summer... Act now if you want golf balls later!"

The rebuilt golf ball qualified in its first official tournament, the Masters.

Propelled around 18 holes by Gene Sarazen in his second round at Augusta, one of the rebuilt types which are to replace new balls, showed plenty of "run." It was good enough for Sarazen's 35-40-75 of the day.

Just prior to the round Sarazen and Sam Sneed gave the works to a supply of rebuilt balls furnished by L. B. Icely, president of Wilson. They used both woods and irons, and demonstrated that the rebuilt balls used sailed as far as the 1942 new ball, and against the wind actually acted better. And, if that is allowed to hit several dozen balls of each type off the tee, the "longest" ball of each kind would probably be equal.

Other pros who watched the performance asserted that the average golfer would see no difference between rebuilt and his present new balls.

Icely commented:

"Although laboratory tests indicate the rebuilt ball to be ten per cent less efficient, the tests of Sneed and Sarazen revealed no difference. Why this is we don't know. However, we're delighted that the ball is apparently just as satisfactory as the old ball."

The "potato peeler" technique is employed by his firm, he explained, in rebuilding a ball which is not cut beyond the cover. An abrasive machine is used to wear or "peel" the cover down to a point where the cut is eliminated. A thin cover is left around the windings, and on top of this is applied a new balata cover—the same balata now used on balls—and, to all intents and purposes, the golfer has a new ball.

Another process involves rebuilding golf balls cut beyond the covers and into the windings. In these cases covers are removed entirely and windings taken off beyond the cut areas. Then windings are made to build the ball to regulation size again, and new covers applied.

Icely emphasized that no golf ball is accepted for rebuilding unless it is in fairly good condition and gives promise of plenty of future life. All balls are assorted according to original price ranges, so that when rebuilt they retail in classifications corresponding to former prices.

Worthington Ball Co., Elyria, Ohio, has advised that it is now engaged in the re-processing of used balls.

In an effort to help keep the game alive for the duration, Dunlop is also recovering old golf balls. Dunlop's recovered liquid center golf balls will be called "Deluxe" and their recovered regular center balls called "Special".

The "Deluxe" balls will be multi-dotted (four colors) and will have "Deluxe" on one pole and "Recovered" on the other pole—nothing on the spew line. The "Special" balls will have the name streaked in four colors and will have "Special" on one pole and "Recovered" on the other pole—nothing on the spew line. The only place the name "Dunlop" will appear is on the cover of the box.
GOLF PROS AND GOLFERS PREVENT SLIPPING
IMPROVE YOUR STANCE with "GRIP-RITE" removable Shu-Spikes in your sole.
Inserted by hand.
Order now.
NORTH & PFEIFFER MFG. CO.
PROVIDENCE, R. I.

which will show the name of the ball and under it—"Recovered by Dunlop".

Dunlop will extend to every pro selling them a number of golf balls to be recovered, the privilege of buying from them an equal number of recovered balls, less approximately 5% for shrinkage (shrinkage due to balls received in such condition that they could not be recovered).

American Golfboard Co., Prospect Park, Pa., sole makers of Golfboard, has announced a new, improved model of its fascinating dart golf game is now available, and will retail for $3.00. The new model, which is called the Denny Shute Club Model, is attractive in appearance, and the playing rules are simplified and easy to grasp. The board is the same generous size as the former model, measuring 28 in. by 28 in. by ½ in. The par-70 course is still plenty tough to beat but players will have a swell time trying.

Golfboard makes a striking display in any Pro Shop. Weight has been reduced to 4½ lbs. complete, with 3 darts, scorecards and playing instructions in durable container, making it inexpensive to ship. The makers believe that any pro can profitably sell several dozen, especially in view of the shortage of games and golfing equipment in general. Write for descriptive folders and prices now.

New address of Penfold Golf Balls, Inc., is 33 35th St., Brooklyn, New York. Penfold moved from its 11 Park Place address April 24 to double up its offices with the plant . . . for the duration. Phone number is SOuth 8-2533.

Jackman Sportswear Co., 14 E. Jackson Blvd., Chicago, held "open house" April 20, in officially announcing to the trade the fact that Ren Smith, formerly a partner in the business, had taken over as sole owner of the company. Ren and Tom Force were host to a large assemblage of the 'boys', pros, dealers, newsmen, etc., who wished them bon-voyage in their new setup.

Tom was bar-man for the affair, and kept all happy and in good spirits. Ren knows the business from every angle, and knows the pro's business, too. He's had plenty of pro experience himself (most recently at the Oak Park GC), and Horton's his brother, you know.

May, 1942