Plan Now for Season-end Golf Ball Collection

CLUB OFFICIALS and pros are advised that today is not too early for beginning to plan end-of-season collection of used balls for remaking during the winter. It is pointed out by ball manufacturing authorities that in some areas now the shortage of well reconditioned balls is acute because used balls were turned in as late as May, June and July this year after being held in players' possession through last winter. Labor shortage at the plants of responsible ball makers has made it impossible to remake and return balls fast enough to care for the demand.

The 1945 season will be the fourth in which no new balls have been made. Salvage possibilities of the used ball stocks are diminishing rapidly. The overall salvage percentage has been reduced to about 80% of the balls turned in. Grading of the balls is being maintained on a firm basis by leading manufacturers with the result that the better grades of reconditioned balls are diminishing in percent faster than the general supply.

Failure of golfers to keep the stock of used balls in fairly good condition, going through the reconditioning process has been a factor in reducing the supply of the better grade of remades. Turning in the balls only after they have been hacked deeply requires use of much material in reprocessing. This material has to be obtained from other used balls, hence the badly damaged balls sharply reduce overall stocks that can be returned to the market.

What club officials and members usually don't know about the ball reprocessing procedure is that balls turned in through pros are graded carefully by leading established ball makers with brand reputations to preserve and that shipments of reconditioned balls are made in ratio to the grades turned in. This procedure usually assures the pro patron the best available reprocessed balls but he upsets the procedure when he is tardy in turning in used balls and wants a supply of reconditioned balls quicker than manufacturing facilities permit. Then he has to take anything that's on hand, and is lucky to get it.

What has messed up the used ball situation to a marked degree is the reprocessing done by hit-and-run reprocessors who have used string, yarn or other non-elastic material in rebuilding cores to size. The covers are moulded on and repainted and the victim doesn't know from the looks of the outside of the ball how he's been gyped. Now that discovery of such practice is becoming more extensive the golfers are seeing the wisdom of turning their used balls into pros for reconditioning and return by the reliable ball makers. A smart idea for the pro who wants to speed up ball collection and get old balls turned in for winter reconditioning would be to put in his shop a display sign showing the inside of one of the gyp-reconditioned balls and wording emphasizing the good judgment of turning in balls early for correct reprocessing by reliable companies.

Ball manufacturers assert they have been conducting the reprocessing business shown in developing additional recreational facilities at our hospital. My contacts with you and others of your committee as well as the brief contact with the golf, stars who were here the other day cause me to believe that there are a lot of swell people in the golf business. It was a good show and a number of patients have expressed to me their appreciation for having had the opportunity of attending. It gave them the first chance in their lives to see some of the top-notch golfers. They are also looking forward to the time when the putting green will be in use. I know it will provide many hours of pleasant recreation and diversion. I hope from time to time you will have the opportunity to get out and see us, and I know that after the green is in condition to use, you will be anxious to learn from our own observation the extent which the patients make use of it.
"No — Nothing can distract Herbert when he’s reading TRUE." (One of the great families of Fawcett Publications.)

at substantial losses which they regard as unavoidable in maintaining golf play. Prior to this year’s general awakening of the golfing public to the critical golf ball situation there was some talk that the headaches and losses involved in ball collection and reprocessing couldn’t be continued even for postwar market preservation, unless golfer cooperation increased. But that note no longer is present. The public got busier in returning balls. It had to, or it wouldn’t have been able to play.

This year, so far, indications are that golf play is quite a bit ahead of last year, due to necessity of balancing the strain of years of high-pressure war work, more money in circulation, and the ability to get reprocessed balls.

Talk and research about synthetic golf balls continues, but despite what effort can be devoted to synthetic golf balls by scientists to whom a synthetic ball is an unimportant sideline in wartime, there is no indication that a synthetic ball will soon arrive to ease the urgency of used ball collection and reprocessing.

Leading manufacturers opine that it will take at least a year after the war in the orient ends to get rubber for renewing the manufacture of new golf balls. So the used ball collection and reprocessing job is becoming increasingly serious notwithstanding war news favorable to the Allies.

Tardy awakening by players flooded the ball manufacturers this past spring just as the heavy season’s play was getting under way. The ball makers are having their troubles in maintaining experienced crews of reprocessors. As a result, deliveries of reprocessed balls have been considerably delayed during the period of greatest need. Failure to appreciate last fall the growing seriousness of the ball situation has caused many clubs and players to worry plenty about their stock lasting through this season. Failure to exert every effort in collecting and shipping balls this fall will be courting real trouble next spring.

Consequently, club officials and pros had better make sure this fall that all possible balls are collected from their members for reprocessing before the members leave the clubs.

JOHNNY COGHILL WOUNDED — Johnny Coghill, 1st Lt. of an infantry outfit, and son of Bert, widely known owner of Chicago district fee course, was wounded in action in France, July 14. Lt. Coghill’s injuries from machine gun fire included a broken arm, punctured lung and fractured ribs. He’s convalescing in England. Bert’s son Lt. Dee Coghill, is a paratrooper now in New Guinea.