WILL GOLF BE CRIPPLED?

By L. B. ICELY, President

The many thousands of words that have been written, printed and broadcast—many thousands by Wilson Sporting Goods Co. alone—about the dangerous shortage of playable golf balls, are undoubtedly having an effect upon golf players. To those of morbid tendencies the game is as good as dead. But that is not my opinion. American people are sometimes slow to act—and golf players are certainly typical American people. So we have had to put the pressure on pretty hard to get them stirred up about the golf ball situation.

It is bad. Make no mistake about that. And unless we receive a volume of old, used golf balls for rebuilding, the game might easily be crippled.

But we at Wilson Sporting Goods Co. believe the volume will be forthcoming. We will have to keep the pressure on—keep up the “hue and cry” for old balls, and so will all of you. But the old balls will be forthcoming.

America’s golf players may have viewed the situation with typical American complacency. But, once aroused they will come through as Americans come through on any and all vital issues.

So please keep up the attack. Keep urging upon professionals and players alike the importance of every last used, cut-up golf ball. They usually have sound “hearts,” and about these sound hearts of real rubber we build new playable golf balls by the Wilson “Accurated” System. But neither we nor any other manufacturer can make any more “rebuilt” golf balls than the number of rebuildable used balls we receive. So, to keep golf rolling keep those old, used golf balls rolling in to us—and keep the pressure on professionals and players.