

War-time Maintenance Problems

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department should be required to show a real business profit. The business profit need not be all dollars, but satisfaction, morale and condition. Each operation should be carefully evaluated.

The club's social policy will be tested. The family and non-social climbers must be recognized. There are many very nice people that will be an asset to any club. These have been rejected or directed to other clubs because of the social policy. Real friendliness and democracy is needed.

The club's officials will be tested. They must be less influenced by whims of members, promotion experts and unsubstantiated claims.

The club's employees will be tested. The greenkeeper's ability in each phase of his duty will have much more influence over the results than in 1941.

The strong and prepared will survive. But the weak cannot survive unless they put forth real mental effort. Each of the lessons of the period 1917-1929 must be reviewed and the correct answers found.

This is a year of opportunity for able men to obtain and hold important executive positions in golf clubs. First, they must show their ability in their particular field of specialization.

This year is not so much concerned with what materials can be obtained but how they, and that which is on hand, are used. Whatever happens to a club, remember, "As long as you carry on you are still going. If you stop you are stopped."

WHAT'S NEW

The spectre of possible lack of golf balls which has been haunting early season 19th-hole sessions ever since the Government's rubber ban, has been chased by an announcement of Wilson Sporting Goods Co. "New balls for old" is the promise of the new Wilson Plan.

"This nation needs golf to keep fit for the tasks of war," said L. B. Icelly, president of Wilson Sporting Goods Co., "and we intend to see that the nation has plenty of good golf balls.

"We are confident that the Wilson plan will save golf for the duration of the war," he said. "but it can do this only if it enlists the cooperation of golfers throughout the country.

"To help the Wilson Plan succeed, your used golf balls must be turned in to the pro. Wilson Sporting Goods Co. will pay cash for any used ball of recognized quality manufacture. The exact scale of prices will be announced soon," Icelly adds.

Icelly estimates that some 3,000,000 dozen cut or unplayable balls are available. If sold into channels that assure their reaching the Wilson Sporting Goods Co. factory these would enable the company to place on the market very nearly an equal number of balls virtually new.

Conversely, every ball thrown into the junk heap, or carelessly disposed of will be a vote to shorten the life of the game.

"Save balls and you'll save golf," Icelly stated, and he gave convincing assurance that Wilson golf balls produced by the new war-time process will be of the same size and contain the same amount of real rubber as those of pre-war manufacture.

Entertainment chairmen of clubs in the middle-west will find the Louis W. Cohan Theatrical

Customers calling at Spalding's Chicago offices find a cordial greeting awaiting in this recently revised golf pro department, located on the second floor at 211 S. State St., Chicago.





KLEN-ZIP REMARKABLE NEW CLEANER FOR GOLF BALLS.

Newest chemical for removing dirt, grime and stains. Colorless, odorless. Does not get rancid, foul or slimy. No injury to hands or clothing. No soap, alkali or acid. Write for literature and free testing sample.

McCLAIN BROTHERS COMPANY, Canton, Ohio

Agency, 109 N. Dearborn St., Chicago, ready with just the type of top-grade talent needed for that "big day" at the club. The agency specializes in floor shows, orchestras, strolling musicians and stag programs. Complete information will be supplied on request.

N. W. 'Cookie' Cook, for 15 years manager of The Burke Golf Company's midwest sales office, located in Chicago, has resigned from the company to accept a position with the Brown Paper Co., Chicago. Cook has been with Burke 22 years, starting out at the main office in Newark, Ohio. He took over as manager of the Chicago office in 1927, replacing W. C. Sherwood. 'Cookie', and his teammate, Mrs. (Lib) Cook, who assisted him, will be missed aplenty by the 'boys'.

North & Pfeiffer Mfg. Co., Providence, R. I., has issued a card for pro-shop display which describes the company's Grip-Rite removable Shu-Spikes, and tells that these spikes will be inserted by the pro, with space for the pro to sign his name. There is also a plug, "Lessons Will Improve Your Golf Game", printed at the bottom of these cards, which may be obtained upon request to the company.

Kaddie Kart Mfg. Co., anticipating a greatly increased caddie shortage this coming season, advises golf club operators to get their orders in promptly for the Karts they will need during 1942. The company points out that even though present stock of Karts is considerable, shortage of certain material later on during the season may force curtailment in delivery allotments. The '42 model Kaddie Kart has been further strengthened and reinforced over last year's model and has been receiving praise from course operators and players wherever used, company officials say.

A new method for re-processing used golf balls, developed to meet the war-time emergency, has been announced by United States Rubber Company. Golfers are therefore urged to save their used balls.

According to J. W. Sproul, manager of golf ball sales, the re-processed balls will look like new, except that they will be branded to indicate that they have been re-processed. They will have good playing qualities and will give service almost equal to new balls. The re-processing will be accomplished without using any materials on the restricted list.

When balls are received for re-processing, they will be inspected and those balls which are out of shape, too old or too badly cut, will be discarded. The balls will be classified according to

WANTED GOLF PROS AND GOLFERS

IMPROVE YOUR STANCE and PREVENT SLIPPING with "Grip-Rite" removable Shu-Spikes in your sole.

Order now.

NORTH & PFEIFFER MFG. CO.
PROVIDENCE, R. I.

construction. The old covers removed and new covers will be moulded on the balls.

The cover will be of ttipetir, a special form of balata, and the new cover will be identical to the covers of new balls. The re-processed ball will then be finished, painted, and marked with its proper brand name, depending on its construction. Also, the word "Re-Processed" will be branded on the cover to distinguish it from a new ball of the same brand.

Only the company's own brands will be re-processed by this method, according to Sproul. Individuals are asked not to send balls to the company direct, because no provision will be made for this service direct to consumer.

When the plan is put into effect, players will be asked to turn in their used balls to their golf professionals. They will receive a merchandise credit which they may apply either to the purchase of new balls, as long as new balls are available, or the purchase of "Re-Processed" balls. The pros will return the used balls to the company as sizeable lots are accumulated.

WANT ADS

Wanted—Immediately, man and wife, middle-aged, to operate clubhouse and all concessions, including pro-shop. Utilities furnished. 9-hole public course, but with regular membership of 125. Teaching ability will be helpful. Character and conduct above reproach demanded. Season May 1 to November 1. Address: M. R. Blair, Chairman, Board of Park Commissioners, Cedar Falls, Iowa.

Outdoor lighting equipment for sale. Four beam lights 1500 watts each, two floodlights 1000 watts each. In excellent condition. Will sell cheap. Fine buy for club practice range or driving range. For full particulars address E. Leonard, Butte Des Morts Golf Club, Appleton, Wisconsin.

Experienced pro-greenkeeper with excellent record and highest recommendations desires change of location. Active, competent, dependable man. Above draft age. Resourceful and diligent worker. Pleasant personality; conscientious in course maintenance on thrifty budget and a good instructor and business man. Please advise length of season, salary and earning possibilities. Address: Ad 400, % *Golfdom, Chicago.*

Club manager or steward post in East. Former successful hotel operator, seven years club manager. Distinguished for food and service, middle-aged, no encumbrances, outstanding credentials. Address: Ad 401, % *Golfdom, Chicago.*

Wanted: Used and New golf balls. Any quantity. Willing to pay near retail prices. *Symons Golf Shop, 2800 Avenue B, San Antonio, Texas.*

Club Officials—Are you seeking high grade Managers, Stewards or Bookkeepers? Write: Club Systems Service, 5540 Hyde Park Blvd., Chicago.