

Ball Protection Is "Patriotic Duty"

IN A TALK made recently before members of the Philadelphia Section PGA, John W. Sproul, sales manager, US Rubber golf ball dept., told how government restrictions on golf ball construction, beginning with the first order on December 11, by telegram, to discontinue the manufacture of golf balls immediately, had caused for what for a time was a state of bewilderment among golf ball makers. He then went on to tell what means had been taken to safeguard existing supplies of golf balls, both new and used, so as to spread their use over the longest period of time and to distribute them in as fair a manner as possible.

Sproul advised every pro to make it his patriotic duty to see that every member was contacted and urged to turn over to the pro, his used balls before they become too badly abused and cut up to be reprocessed. He explained the US Rubber plan for reprocessing US standard brands of balls, and gave the further announcement that US would also reprocess any type and construction of golf ball. Sproul estimated that the reprocessing plan now being put into usage by the regular ball manufacturers would prolong the life of

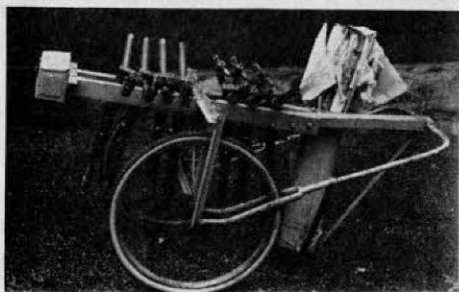
golf at least one or two years without sacrificing to a noticeable degree for the average golfer any of the features of the ball—such as distance, feel, click, trueness, and particularly, durability.

Sproul urged every golf pro to work closely with the officials of his club to see that his club is operated strictly on a war-time basis. He said that "If each member can be made to feel that his club is a vital part of his life and necessary to his physical well-being—just as the church or school is necessary to the spiritual and mental well-being of a community, and it costs plenty of money to maintain churches and schools—your club will survive this emergency period.

"If the club is operated on a war-time basis, eliminating all unnecessary expenses and cutting others to the bone—even to the point where members suffer inconveniences to which they have not been accustomed in the past—thereby enabling them to buy more bonds and still keep up their golf; and if they are convinced by their golf professional and the officers of their club that by keeping physically fit—and there is no better way than by playing golf—they are performing a pa-

Photo shows Westmoreland CC's newly remodeled pro-shop as arranged by Johnny Gibson, who is beginning his first year at the Chicago district club. The shop, measuring 10 ft. x 60 ft., has club holders inset in wall which permit neat arrangement of sets. Modern lighting fixtures on ceiling, and a modern oil burner for heating are other features of the shop. The walls are painted in a tone effect of cream and burnt umber; the floor is grey, with a woven green cord carpet. A desk in the center of the room is used to record member accounts, make lesson appointments, etc. At one end of the shop is a work bench, with all the tools for repairing clubs.





Fairway sprinkler cart used at Westchester CC, Rye, N. Y., for high pressure hoseless system. Tool box is from fairway mower. Quiver of flags is for marking snap valves in late afternoon so irrigation tender can quickly locate snap valve outlets when he moves sprinklers at night. Kent Bradley photo.

triotic duty to themselves and their country so that they can work better and longer, you will not need to worry about regulations."

Sproul went on record as "very optimistic about the future of golf. We are all going to have to tighten our belts, but so has every other industry and every other individual in the country. If we all do our jobs in the best way we know how and if we all cooperate to promote and preserve the game of golf, we will not only survive but will come out of this war period a much stronger and more vital part of our national life."

Pontoosuc Lake Membership Solicitation Folder Is Model

PONTOOSUC LAKE CC, Pittsfield, Mass., in addition to having low annual membership fees, gave members who paid these fees before April 6, a 6 per cent discount.

In enlisting its 1942 membership Pontoosuc Lake used a folder that contains some excellent points other clubs might well use in their publicity. The invitation is extended to "play golf at Pontoosuc Lake for Victory, Economy, and Pleasure."

Some paragraphs from the circular follow:

"It is reasonably certain, whether the war be long or short, that athletic activity will be with us always. That is the experience of Canada, England, Australia, the European and other countries. In the

United States there will be sports in 1942 and always.

"For millions of Americans, golf is the greatest national pastime and health builder. It is the perfect sport and deserves first place in our leisure hour program. The qualifications requisite for the game—rhythm, timing, muscle co-ordination—are identical with those required for properly managing a pursuit or fighter plane. In fact, athletic activity is a part of the regular training for men in the service, and physical prowess is fundamentally tied up with prosecution of the war.

"To keep physically fit, especially for the duration, is essential for all—for those at home have duties as well as those at the combat front—duties requiring strong bodies, strong minds, and strong hearts. Victory and ensuing peace with accompanying normal conditions, will come more quickly if we do our part NOW to keep things going.

"As everyone must have relief from continuous work, whether light or arduous, and as golf is the most sensible and agreeable method of acquiring such relief, the Lake Golf course looks for the biggest and best season in its history in 1942.

Always in the Black

"Since its incorporation in 1935 on a commercial basis, the club receipts have uniformly exceeded its expenditures. The year 1941 was the second best year in its history. Probably no club in the Berkshires purchased as many NEW golf balls in 1941 as did the lake course and as manufacturers will allot balls this year on the basis of 1941 purchases, the club feels reasonably certain that every club member can be cared for as to new balls, which will be given out at reasonable prices on the same allotment basis as received. The club also has a very large number of used balls which will also be available."

Mailing Card Idea Grows—That series of mailing cards Carl Suedhoff, sec.-mgr. of the Fort Wayne (Ind.) CC has been using so effectively in keeping patronage high at the club, is being extensively used by other clubs now.

Suedhoff will be glad to mail some samples of the cards to interested managers and give them details of the quantity price proposition he's been able to make other clubs that have adopted this mailing series in getting members out to the clubs.