

"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 Snead 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 to their satisfaction that the rebuilt balls used sailed as far as the 1942 new ball, and against the wind actually acted better. And, that if a player were 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. Leely commented:

"Although laboratory tests indicate the rebuilt ball to be ten per cent less efficient, the tests of Snead 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 rewindings 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



In "re-processing" used golf balls, according to the method announced by U. S. Rubber Co., the old covers will be removed and new covers will be moulded on the core. The new covers will be identical to the covers on new balls. Here the little white biscuits of Tjipetir, a special form of Balata, are placed on a cold press to be formed into shells. The shells will then be assembled on the winding and moulded in a hot press complete with dimples.

Golfdom





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 \$2.00. 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 23 in. by 23 in. by ½ in. The par-70 course is still plenty tough to beat but players will have a swell time tryine.



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 most 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 CC), and Horton's his brother, you know.

WANT ADS

FOR SALE—COMPLETE LIGHTING EQUIP-MENT FOR SUPER DRIVING RANGE. 3 Tee Lights, 7 Fairway Lights, 3 Parking Yard Lights, 2 Putting Green Lights. WIRES, SWITCHES, ETC. CHEAP, ALSO, ELECTRIC AUTOMATIC COCA COLA UNIT. Write Bob Baldock, Indian Hill Golf Club, Claremont, California.

Greenkeeper—desires position, well known in Maine and in Massachusetts. 45 years old, ex-service man, 25 years experience in maintenance and construction. Best reference. Address: Ad 501, % Golfdom, Chicago.

Club Officials—Are you seeking high grade Managers, Stewards or Bookkeepers? Write: Club Systems Service, 5540 Hyde Park Blvd., Chicago. GOLF BALLS—We buy used golf balls no matter how badly cut. Tell us what you have and what you want for them. We pay cash or trade you new merchandise as you prefer. What have you? Kansas City Sport Goods Co., P. O. Box 35, Kansas City, Mo.

For Sale—Practice layout: ten targets on canvas backstop, 100' x 14', top netting, 100' x 14', netting each end, 14' x 20'. Also, 10 rubber stance mats and 9-hole putting carpet. Practically new. Complete—\$300. Address: Ad 500, % Golfdom, Chicago.

For Sale or Lease: Nine-hole golf course, Clubhouse, Inn, and garage. Located 1 mile east of Bath on main highway. Small lake adjoining property. Has been operated every year. Fully equipped, Licensed. \$12,000, terms to suit reliable purchaser. Brokers protected. Inquire of Lester S. Andrews, F. & M. Bank Bildg., Bath, N. Y.

For Sale-Two beautiful nine-hole golf courses. Come and see. Terms. Address: R. H. Robinson, Gorge-Westfield Golf Course, Westfield, N. Y.

CASH—We buy used clubs, bags or Balls. We can use cut balls. Also hickory shafted clubs. What have you? Kansas City Sport Goods Co., P. O. Box 35, Kansas City, Mo.

WANTED -- GOLF COURSE---Middle-aged active business man, single, will purchase, lease, manage, or assist. Will permanently devote full time on premises. Compensation may be moderate. Prefer South Atlantic or Middle-West. Please write Louis A. Jacobs, Fort Wayne Hotel, Detriot, Michigan.

For Sale: One 3 gang Toro Fairway Mower, and four Worthington Fairway units, reconditioned. Write: Lee Dustin, Lawn Mower Service, 60 W. Napier, Benton Harbor, Mich. Phone 7952.

For Sale—9-hole fairway watered attractively designed and maintained course with first-class 11 room completely equipped clubhouse at Plainview, Tex. Buckner course watering system. Complete course maintenance equipment. City population 10.000; closely adjacent territory population another 10,000. 100 family memberships and lively green fee income provide good operating profit. 107 acres, plentifully wooded. Inspection will prove this unusual buy in golf club property. Will sell complete for \$20,000, half down. Reason for selling is attention required by owner's other interests. Write for inspection appointment or further details. Mickey Pool, Elmcrest Golf & Country Club, Plainview, Texas.