

"FROM GOLF CLUBS TO GUN PARTS" IS STORY OF SPALDING WAR BOOK

HOW does the war affect the sporting goods manufacturer? What is he doing for the war effort? Is athletic equipment still manufactured? Is anything being done to develop substitutes for restricted materials?

A. G. Spalding & Bros. answers these and many more timely questions in a new book entitled "Shoot", which tells the story of its part in the war program.

Prefacing the story with the theme "Shooting for Keeps", the book outlines

lists the items the company is turning out for the armed forces. Pages tell of the conversion of golf club forges to the production of parts for 155mm. shells, the adaption of rubber-working skills to the manufacture of gas masks, and other wartime operations at the Spalding plants.

Under the heading "Spalding equipment to toughen up America" the company expresses its "duty to America . . . to keep it supplied, and well supplied, with the equipment to make the home front strong and steady, to make of its youth a generation of fair-minded, hard-hitting fighters." To back up this statement the book outlines the laboratory and experimental work by which "Spalding ingenuity will keep 'em playing" on the home front as well as in battle areas, where sports equipment is supplied to our armed forces.

"Shoot" is being distributed on a national scale to golf and tennis pros, dealers and schools and college accounts. Accompanying each book is a memo in which President C. F. Robbins says:

"The attached booklet is in the nature of a report to you, as one of Spalding's many loyal friends, to let you know of our part in the national war effort.

"Naturally, the booklet presents only the highlights of our activities in the manufacture of vital war materials. We're sure you will understand why we can't give you the complete details."

Extra copies may be had by writing Spalding's Advertising Department, 19 Beekman St., New York City.



(Acme) Official photo, U. S. Marine Corps

Like this Marine, "shooting for keeps" is the theme of the new Spalding booklet.

Spalding's swing from "America's largest production of sports equipment to the manufacture of weapons of war." From parts for shells and rifles to tank crash helmets and airplane fuselage sections, it

SEEK NAMES OF GREENKEEPERS IN ARMY AND NAVY

GOLFDOM has been requested to secure full names, ranks, addresses and serial numbers of soldiers and sailors who have had experience in turf maintenance. If the serial number and rank of the former turf maintenance man are unknown, full name and address will serve.

Information on these specialists is desired to determine location of men qualified to care for turf establishment and maintenance problems at army and navy airfields and other military locations.

As GOLFDOM is not going to greenkeepers and pro-greenkeepers in the armed services, unless forwarded by their former associates, the cooperations of greenkeepers, pros and club officials still in golf work is solicited in this search for personnel information.

Please address information to GOLFDOM, 14 East Jackson Blvd., Chicago; from GOLFDOM's office the data will be forwarded to proper authorities, as such officials have instructed.