

Dime-A-Round Fund to Aid Service Organizations

GOLFERS, every one of them, will have a wide-open opportunity from now on to give a lift in the war effort through a plan conceived by Thos. G. McMahon, president of the Chicago DGA, and now being prepared for presentation to golfers throughout the nation by Lowell Rutherford, association V.P., and chairman of the project.

It is the "Golfer's Dime-A-Round Fund" and it looks like a natural for ringing up another brilliant record for golf in wartime. Starting June 12, players at private, daily fee and public courses in the Chicago district found quart milk bottle receptacles mounted in attractive displays which announced the project and made it convenient for each player to deposit his thin dime forthwith. The placards and receptacles were placed at the first tee, pro-shop and other spots about the club-houses. Judging from the purring at association headquarters following the first week end, this is one kitty the players want to see well fed.

It's Painless Giving

As McMahon, daddy of the idea, puts it, "Only a thin dime for each round they play; it's that painless. Yet, with the many million rounds anticipated this year, the nation's golfers could raise a seven figure fund—and never feel it, only in their hearts." Since McMahon conceived the idea last fall he has discussed it with officials of golf associations in various sections of the country, all of whom are enthusiastic over the project. Member clubs of the Western Pennsylvania GA already have the plan in operation and the So. Cal. Daily Fee assn. is launching their's soon. While the money coming into the Chicago District's Dime-A-Round Fund will be turned over to the Chicago Servicemen's Center, it is entirely up to each local or district golf association to select its own beneficiary among the Service organizations.

Details of the plan are being mailed to the presidents of all local and district associations by McMahon from CDGA headquarters, LaSalle Hotel, Chicago. It is hoped that through these associations all clubs from coast to coast will soon give their players the satisfaction and thrill they'll get from this ten cent treat to a fellow who is a million miles farther away from home than are most golfers after their first drive. The following organiza-

tions are cooperating with the CDGA in launching the project in the Chicago District: Chicago Park District, the Illinois PGA., the Chicago Daily Fee Assn., Western Golf Assn., Cook County Forest Preserve, Chicago Women's District GA, and Women's Western GA.

The plan has the endorsement of the PGA national body and every pro belonging to the association will receive a letter from president Ed Dudley giving complete details and suggesting active support. The pros will be asked to contact officials of local amateur associations to encourage early action. Each club will be asked to appoint a chairman and it is suggested that each week, he sees to it that his club's fund is turned into the headquarters selected for his district.

PGA national headquarters, Medinah Athletic Club, Chicago, will keep an overall tally on weekly contributions, for the Dime-A-Round Fund's national score board, and co-operating associations will be asked to report weekly, the total funds for clubs in their districts.

Blindness to Ball Crisis Means End of Golf

MANUFACTURERS and some club officials and pros are seriously concerned about the golf ball supply problem, which now is so acute that men in closest touch with the situation say that unless a miracle occurs this will be the last season, for the duration, at many clubs.

Balls aren't being furnished for reconditioning at nearly the rate necessary to keep the game going at its present wartime pace. As long as some balls are on display and sale it has not been possible to get golfers, pros and clubs stirred up to the required degree in turning in old balls. Why? Nobody knows.

Some hard words are used in expert analysis of the situation. Laziness, indifference, ignorance and selfishness, are said to account for the failure to keep the ball supply in condition to prolong the game through the war. At least 10 per cent of the turned-in balls are used up in the reconditioning process, so the situation would be tough enough even if the balls were sent in to the reconditioners.

Several authorities have reckoned that the comparatively small amount given for turned-in balls has kept golfers and pros indifferent to the critical situation. From the manufacturers' standpoint the