

Better Get Those Balls In!

W. C. (BILL) GORDON, pro at Tam O'Shanter CC (Chicago district), who wrote on wartime planning and operating in May **GOLFDOM**, stirred considerable discussion with his article. Among those commenting favorably on Bill's piece was John Sproul, sales mgr. of US Rubber Co. golf ball sales dept. John suggested that if Bill could stir up as much talk with some expressions on the ball crisis he would be doing pro golf a timely turn.

So here is what Gordon has to say on the ball situation:

"A strong, immediate effort must be made to impress men who make a living in golf that unless they now apply themselves intensely to getting the balls in they will have difficulty in hold their jobs. There won't be any jobs for them to hold if there are no balls for play.

"It must be realized that getting balls in for reconditioning is something on which the buck can't be passed. If the pro neglects this work, thinking somebody else will do it, he is going to be out of luck soon.

"I also think that a forceful educational job must be done by pros in convincing their members of the honest truth that a properly reconditioned ball is near enough in performance to a new first-class ball that the great majority of players wouldn't be able to tell the difference.

"It is fast becoming plain that ball rationing must begin if the game is to be kept alive for the duration. Selling reconditioned balls to players who do not turn in a like number of balls for reconditioning is hastening the development of such a ball shortage that many courses will have to close down for the lack of play sufficient to support the establishments.

"Manufacturers, having more at stake than any other investing interest in golf except the clubs, probably will have to take a firm stand on ball rationing and insist on receiving a satisfactory number of balls for reconditioning before they ship to the ordering pro the quantity of balls that he wants.

"This part that the leading manufacturers will have to play in the ball rationing plan of course will open up a field for black market ball concerns but that situa-

tion will be met with a sharp publicity campaign that will make the buyer of black market balls show himself up as the sort of a guy who would cheat on the score, and in general be an undesirable fellow for any other golfer to play with.

"By Labor Day it will be too late for the pro to get in enough balls to make certain the fairly extensive continuance of golf next year, and to provide the war workers and the uniformed men on leave with the recreation of golf. So if the pro doesn't go after balls now and keep campaigning despite indifference or stalling by his members or public course patrons, he will wake up at summer's end and find it's too late for him to get action.

"Even after the war it may take some time to get ball production in shape to supply the demand of the boom the game probably will experience. If pros don't keep the present supply of balls constantly being reconditioned, they may find themselves short of ball stock when peace comes and there is a great chance for foresighted pros to welcome many newcomers to the game.

"The Lord helps him who helps himself' applies to the golf ball situation just as much as it does to anything else. The pro must help himself in the critical problem of increasing turn-in of old balls. Taking command in this ball shortage emergency can give the pro the best chance he's ever had to prove that he is the keystone of golf's preservation and progress."

Recalls Old Days to Show Golf Will Survive

CONFIRMED crabbers who complain about the still relatively inconsequential inconveniences of wartime golf, might get straightened out by reading Walter Prichard Eaton's piece on **Cow Pasture Golf** in the June issue of the **Atlantic Monthly**.

Eaton, a distinguished writer, drama professor and veteran of 50 years of American golf, tells about the old days of golf. The courses weren't so fancy but the golfers had a lot of fun. Like standards of almost everything else, the standards of course design, construction