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wartime reasoning by War Food Administration authorities in the Dept. of Agriculture would allow preservation of greens, the keystone of golf's important tax-paying and recreation investment.

## WHAT'S NEW

Golfers of the nation soon will get their first view of wartime golf's newest and most promising playing equipment development—the **Balanced Golf Bag**. To the thousands of golfers who must "carry their own" this year, and to the pint-size caddies still available, this war-baby bag should prove a welcome arrival. Made of quality materials, scientifically constructed for lightness and service, the focal feature of this new bag is the simple, effective addition of a light, strong wooden rod extending from the bottom of the bag upward several inches beyond the opening to which the top end of the shoulder strap is attached. The improved balance thus attained, say the makers, makes it more comfortable to carry, saves energy and overcomes forward tipping when clubs are being carried or removed. The popular priced bag will not sag while standing, when carried or in a cart. It is made by **Balanced Golf Bag, North and Noble Sts., Chicago**, and is now ready for pro distribution.

Based on evidence of unreasonably high apparent and hidden costs revealed by a down-to-the-roots study of glass and china breakage at New York City's Waldorf Astoria, the hotel developed a series of breakage prevention posters which proved so effective in getting results that they won two first prizes in The Greater New York Safety Council's hotel accident reduction contest and, by lessening accidents, won them a lower insurance rate. To assist golf and country clubs in conserving their precious man hours and service materials, **Calvert Distilling Corp.** has reprinted these anti-breakage poster and offers them free, to interested clubs. Requests should be addressed to the company in the Chrysler Bldg., New York City, or their Chicago office in the Pure Oil Bldg.

United States Rubber Co., which has placed in operation the world's largest synthetic rubber plant at Charleston, W. Va., has used all available types of synthetic rubber in its products since 1932, according to a booklet, "The Five Commercial Tests of Synthetic Rubber".

The booklet, which has had a limited

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**Wanted:** manager-exec. secretary to take charge of 18 hole central Penna. club of 250 members. Address: Ad 602, *Golfdom.*

**For Sale.** Nine-Hole Golf Club in beautiful setting in North Eastern New York State. Seven room home, fine clubhouse, showers, all equipment, unfailing water supply. Money maker, with unlimited possibilities for pro-greenkeeper. Sacrifice. Address: Ad 602, *Golfdom.*

**Pro-Greenkeeper** with 28 years experience at some of nation's leading clubs and with reputation for smart, economical operation, wants position where real results are expected. Address: Ad 660, % *Golfdom.*

**Wanted to Buy:** Golf course, preferably in Midwest. State location, number of holes, equipment and price. Address: Ad 603, % *Golfdom.*

distribution to government agencies and allied industry, has been cited for study by several of the foremost technical schools and colleges of the country, and is now made available free upon application to the United States Rubber Co., Synthetic Rubber Div., 1230 Sixth Avenue, New York City.

A. G. Spalding & Bros. lists its 1943 line of golf equipment in an attractive folder showing the golf balls, clubs, bags and sundry items available to professionals this year. Giving particular attention to golf balls, it appeals to pros to urge members to get in all the old ones they can round up if they hope to "spend summer days on the fairways instead of the front porch". Spalding backs up the appeal with the promise that "We'll turn 'em out if you turn 'em in!"

To instill the confidence of players in the satisfaction and playability of properly reconditioned golf balls, and to give professionals the favored situation in the distribution of the major portion of golf balls, L. A. Young, president of the L. A. Young Golf Company, Grand Rapids, Michigan, has announced a quality guarantee attached to all reconditioned liquid center golf balls bearing the "Trophy" brand name of his company

"So little official encouragement is evident as to the essentiality of golf for the health and morale of the war-production workers and executives of the country, that we in the industry must take more than ordinary steps in order that the interest of golfers be maintained and that the game can be perpetuated," asserted Mr. Young, in announcing the new policy of his company.

"We know that to perpetuate the game, we must perpetuate the supply of playable golf balls," Mr. Young continued. "After months of quiet development, we can now consistently produce so perfect a reconditioned liquid center golf ball that we have authorized a quality guarantee. We believe this will go far in restoring the confidence of players in the playability of properly reconditioned golf balls."

Mr. Young further stated that the company will adhere strictly to the policy of making golf professionals the exclusive distributors of the "Trophy" golf ball, which being guaranteed for quality, will naturally influence the return of the major portion of the golf ball business to the pro shop where such business belongs. And, he suggested that all pros insist on a used ball being turned in by the player every time he buys another ball. "Our plant is engaged in 24-hour war work production. Our very act of producing to

*Golfdom*

# Golfdom

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win the war is a fight of protection for the American traditions of life, liberty and the pursuit of happiness," he declared. "Golf is typical of the American way of life; played primarily for fun and recreation, with its by-product of health, beauty and longer life. The perpetuation of the game depends upon the sincerity with which the players and pros cooperate with the golf ball processors by getting the used balls reconditioned and back into service. A simple rule—"Turn in one, to get one", would help keep them rolling in."

In promoting the sales of "Trophy" golf balls, the L. A. Young company will at the same time assist pros in getting players to turn in used balls, according to Mr. Young's plans. He urged that all active persons associated with the industry point out in every way to every individual citizen and official that golf is the best of all games for creating and maintaining a high state of morale among the American people, because of its health factors and because it is a game in which the majority of all classes and ages can participate personally. He added the reminder that the nation's public courses made play possible for all who desired the benefits of the game.

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