

Golfdom

The Business Journal of Golf

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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.

When it is

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