

NATIONWIDE DRIVE FOR USED GOLF BALLS NOW IN PROGRESS

Club Officials and Player Committees
Will Cooperate with Pros in Putting
12,000,000 "Absentees" Back Into Service

DURING March, the president and professional of every golf club in the United States will receive complete details covering a nationwide drive to collect the millions of unplayable golf balls still in the hands of the players.

Although no brand new golf balls have been made since a year ago, most clubs will start 1943 fairly well stocked. This is due to the foresighted action taken last season by many of the pros who, in most cases, staged single-handed drives to collect unplayable golf balls, for renewal by the leading golf ball manufacturers. Thus, heading into 1943, the clouding golf ball situation has been materially brightened by the arrival of thousands of dozens of the re-conditioned pellets.

Golf ball renewal long since passed through the experimental stage and by now most players have been agreeably surprised by the playability of the properly rebuilt product. As the months roll by with no relief in sight on rubber, it won't be so very long before the supply of golf balls is almost entirely dependent upon the rebuilt product. The principal manufacturers are producing highly satisfactory reprocessed golf balls. The big problem is in getting them from the players, the majority of whom seem to feel after a year at war that the ample supply would last indefinitely. But there can be reasonable assurance of an ample ball supply to handle golf's part in keeping American mentally and physically fit, only if the officials, pros and players swing into unified action to get the unplayable balls renewed and back in service.

To help accomplish this, the National Golf Foundation has prepared a plan for conducting a used golf ball collection drive. The procedure to be followed is outlined

step by step. It is a digest of the most successful golf ball collection methods used in 1942; it is simple to follow and can be used by clubs without pros as well as those employing pros' services.

Details outlined include the setting up of a committee in charge of the drive and its duties; the most likely sources of used balls; publicity, collection and checking; where to send the balls for reprocessing; and an explanation of a special promotion service for peppering-up the players. In addition to the Foundation's promotional literature, effective display cards are being furnished by the golf ball manufacturers.

From now on, for the duration the golf ball situation is in the hands of the players. There will be no "golf ball problem" if they turn in their old balls for renewal . . . and they will if the club officials cooperate with their professionals in setting up the simple machinery suggested by the Foundation's plan.

This is a project in which every club in the country should participate. Any golf club president or pro who has not received the details of the plan by April 1st should request a copy from the National Golf Foundation, 14 E. Jackson Blvd., Chicago.

No A-Card Cars to Clubs—Gas Rationing Office of the OPA says the ruling on the restrictions of pleasure driving was intended to apply to all sections of the country and therefore players should not go to their clubs in A-Card automobiles. At the same time, it is conceded that the Middle West rationing authorities are not interpreting the ruling as strictly as in the East and West, and that there is a possibility of more liberal interpretations nationwide as the season advances.