



"No — *Nothing* can distract Herbert when he's reading TRUE." (One of the great family of Fawcett Publications.)

at substantial losses which they regard as unavoidable in maintaining golf play. Prior to this year's general awakening of the golfing public to the critical golf ball situation there was some talk that the headaches and losses involved in ball collection and reprocessing couldn't be continued even for postwar market preservation, unless golfer cooperation increased. But that note no longer is present. The public got busier in returning balls. It had to, or it wouldn't have been able to play.

This year, so far, indications are that golf play is quite a bit ahead of last year, due to necessity of balancing the strain of years of high-pressure war work, more money in circulation, and the ability to get reprocessed balls.

Talk and research about synthetic golf balls continues, but despite what effort can be devoted to synthetic golf balls by scientists to whom a synthetic ball is an unimportant sideline in wartime, there is no indication that a synthetic ball will soon arrive to ease the urgency of used ball collection and reprocessing.

Leading manufacturers opine that it will take at least a year after the war in the orient ends to get rubber for renewing the manufacture of new golf balls. So the used ball collection and reprocessing job is becoming increasingly serious notwithstanding war news favorable to the Allies.

Tardy awakening by players flooded the ball manufacturers this past spring just as the heavy season's play was getting under way. The ball makers are having their troubles in maintaining experienced crews of reprocessors. As a result, deliveries of reprocessed balls have been considerably delayed during the period of greatest need. Failure to appreciate last fall the growing seriousness of the ball situation has caused many clubs and players to worry plenty about their stock lasting through this season. Failure to exert every effort in collecting and shipping balls this fall will be courting real trouble next spring.

Consequently, club officials and pros had better make sure this fall that all possible balls are collected from their members for reprocessing before the members leave the clubs.

**JOHNNY COGHILL WOUNDED** — Johnny Coghill, 1st Lt. of an infantry outfit, and son of Bert, widely known owner of Chicago district fee course, was wounded in action in France, July 14. Lt. Coghill's injuries from machine gun fire included a broken arm, punctured lung and fractured ribs. He's convalescing in England. Bert's son Lt. Dee Coghill, is a paratrooper now in New Guinea.