

# P. S.

## MORE ABOUT YOUR CHANCES OF GETTING GOLF BALLS THIS YEAR

The chances of getting golf balls (reconditioned golf balls, of course) look brighter as we go to press with this issue. At least, brighter for the players at some 700 golf clubs throughout the country. Two weeks after the nation-wide collection program was announced, 749 golf clubs had ordered supplies of the free material offered by the National Golf Foundation for promoting the turn-in of unplayable golf balls by their players.

Thus far, pros or club officials have ordered sufficient promotion material to cover more than 100,000 players and each day brings orders for material to awaken thousands of other players to the seriousness of the golf ball scarcity.

Judging from the number of letters received from pros and club officials following the widespread publicity given the National Golf Foundation's plan by the newspapers, radio, Time, Esquire, PGA Magazine and the January issue of GOLFDOM, many club presidents and professionals either failed to receive the original folder describing the plan and free promotion material offered, or overlooked its importance.

Any golf club president or pro interested in assuring an ample supply of golf balls at their club in 1944 and who failed to get the folder describing the plan and free promotion material should write, without delay, to National Golf Foundation, 14 East Jackson Blvd., Chicago 4, Illinois.

Greenkeepers are an important factor in the drive. Maintenance crews in their routine duty of mowing and general work around the course find many golf balls during the season.

The golf ball priority certificate has clicked with officials, players and pros alike. It gives the players who cooperate in the drive first chance at the reprocessed golf balls when they are returned from the factory. It's fair to all and getting action.

One prominent golf club official points out that referring to unplayable golf balls as "used golf balls" is misleading. So that there will be no further misunderstanding among the players, make it clear that *golf balls still in playable condition are NOT wanted*. To the contrary, players are to be cautioned (if need be) to treat them with the respect they deserve and get the maximum performance out of them. In this connection pros at some clubs might consider offering a repaint service for marked or discolored golf balls as a source of added income and as a timely emergency service appreciated by their players.

There is no hope for the release of rubber for new golf balls for many moons to come; the hope of a satisfactory synthetic golf ball is just what it was a year ago—a hope. In the meanwhile, the golf ball salvage drive has hit a stride that promises an ample supply at a big and steadily increasing number of the nation's courses.

Get your shipment of "unplayables" in early—it will get you a priority on early delivery of your reconditioned golf balls.