

Nation-Wide Drive to Assure Ball Supply

Club officials back pros in all-out effort to meet critical ball shortage. Act to collect and reprocess millions of "unplayables" accumulated by players.

With no new golf balls made since early 1942, and no satisfactory synthetic balls in sight, the nation's golf pros are swinging into united action to lick the toughest problem of their careers . . . *the golf ball shortage*. There is only one answer . . . that is, immediate action to collect and have reprocessed the millions of unplayable golf balls in the hands of their players.

BASED on the experienced guidance of officials, delegates and members of the PGA during the annual meeting of the parent pro body last November, plans for a nation-wide used golf ball drive were formulated by the National Golf Foundation in cooperation with the Golf Ball Manufacturers Association. The program for the drive was completed and released to the professional and president of every golf club in United States on January 19. Letters to both pros and presidents, warning of the immediate necessity of collecting unplayable balls, were accompanied by a four page, two color folder describing the program and illustrating the publicity and mailing material which is furnished by the National Golf Foundation free of charge to all clubs participating in the drive.

A postage free order card, enclosed in each folder, asks clubs to indicate amount of material needed to cover every player in their clubs.

The main feature of the program is the issuance, by pro or whomever will serve as collection agent at the club, of a priority certificate which assures the players who cooperate by turning in their used balls that they will have first opportunity of purchasing rebuilt balls at a later date. Thus, the players are appropriately safeguarded as a reward for their cooperation, and both the pros and their club officials are protected against any undue criticism later on in the season by players who remained indifferent to participation in the drive.

The program is designed to help attain maximum results with minimum time and

effort. The free material offered includes the following: 1—Copy of suggested letter to be written each player; 2—Newspaper and radio publicity release; 3—Telephone script to get individual action from members; 4—Colored posters and banners for locker rooms, grills, etc.; 5—Reminder tags for players' locker and auto doors, bags, etc.; 6—Reminder enclosures, three different envelope stuffers to be included in club mailings; 7—Priority certificates with stubs for keeping track of balls turned in by players; 8—Mailing cards to advise players when rebuilt balls are ready.

While a slump in play resulting from lack of golf balls would threaten sharp curtailment of pro shop business the ball situation is not the pros' worry alone. Failure of players to get golf balls would cut deeply into all departments of golf club patronage and income. Therefore, the seriousness of the ball situation is of vital concern to every club president and his board of directors.

Golf play was considerably heavier than was expected the past year and with the game definitely having proved its value as a natural wartime revitalizer of body and nerves, it looks like a still bigger year ahead. With the successful operations of pros, as well as their clubs depending on the golf ball supply, prompt and aggressive action is urged in order to assure an ample golf ball supply for 1944.

If you failed to get a folder describing particulars of the used golf ball program, write the National Golf Foundation, 14 E. Jackson Blvd., Chicago 4, Illinois, advising your official position with your club.