

Armed Forces Get Golf Balls Civilians Must Wait

Acute Scarcity of Golf Balls Continues to Threaten 1945 Play

RUMORS, of new golf balls in time for next season's play, took a sudden nose dive as the nation's newspapers and radio broadcast a warning issued by the members of the Golf Ball Manufacturers' association during their semi-annual meeting, late in September at the Morrison Hotel, Chicago. The golf ball makers, in an official statement released by L. E. Coleman, associate president, made plain three facts concerning the 1945 golf ball outlook: (1) No new golf balls are in sight for civilian players; (2) An acute scarcity of golf balls threatens next year's play; (3) Every golfer must turn in every unplayable golf ball for reprocessing without delay.

"Recently publicity attending the government's allocation of synthetic rubber to golf ball thread makers," said Mr. Coleman, "seems to have stampeded the golfing public into believing that the golf ball manufacturers would have new golf balls ready for the 1945 season. The facts are, that at the suggestion of the Army, a small amount of synthetic rubber was allocated for experimental purposes. If, as and when such experiments prove fruitful, all golf balls thus produced will go to the branches of the Armed Services engaged in the urgent work of servicemen rehabilitation. The most favorable results conceivable will fall far short of answering the needs of this specific purpose and further allotments for sometime to come will be earmarked for Service needs.

"Golfers are urged to continue turning in their used golf balls for reprocessing. In 1945 golf will be well into its third year since new golf balls were manufactured and with the scarcity far more acute than a year ago, the percentage of golf balls that can be reprocessed has dropped substantially.

"We urge every golfer to turn in their used balls for reprocessing during the winter months."

Pros—there it is, direct from the golf ball manufacturers. The golf ball situation, which reached a critical stage this past season, was saved by one of the most



L. E. COLEMAN
Pres. Golf Ball Mfgs. Assn.

determined and productive salvage drives conducted in any field. The salvage and reprocessing of golf balls must continue this winter and next season, or the pinch will be felt, and tight, by pros and players alike.

The job may be a bit tougher this time, but you did it before and you can do it again. The press and radio have told your players that it's up to them to turn in their old cuts if they expect to play golf next season. Keep after them, and ship those used balls in for reprocessing, now, so you'll get early deliveries next spring.

**This is the LAST issue of
GOLFDOM for 1944. GOLFDOM
is published ten times a year;
January to October inclusive.
THE NEXT ISSUE OF GOLFDOM
WILL BE IN JANUARY, 1945.**