

# GOLF in the WAR

WILSON SPORTING  
GOODS CO.



Chicago, New York and  
other leading cities

## GOLF HELPS SERVICE ORGANIZATIONS

By L. B. ICELY, President

THOUGH big tournaments have been fewer this year, those that have been held have, in most cases, contributed earnings to service organizations or boosted the sale of war bonds. Available pros have also given many exhibition matches to raise funds for the benefit of those in the armed services.

Many country-wide club competitions have been sponsored by the U. S. G. A., the proceeds going to the Red Cross, the National War Fund, the United Service Organization and other such services.

The P. G. A. has been extremely active in making golf an important fund-raising factor for war-time service agencies. Its nation-wide program of exhibition matches has brought large sums to the Red Cross, U.S.O., etc. Matches have been consistently so arranged that they put a mini-



### THE NEW COACH . . . On the Home Front

An important war job for the wives and mothers of America

UNTIL NOW, no American mother, as she tucked her little boy into his crib, had had to face the frightening thought that some day he would have to be a soldier. Our mothers have been spared that fear.

But today our women are sisters to the mothers in militarized foreign lands. War has come upon us. The sons, brothers and husbands of millions of American women are now, or soon will be, fighting soldiers of America—fighters for freedom.

And the men of other millions of our women are busy, or soon will be busy, producing the materials of war for our fighting men.

Now, with America determined to fight to the death for the things we hold dear, we cannot neglect these human machines upon which we depend for victory.

America's fighters must be made and kept physically fit for a winning fight against enemies who have lived and trained for war since childhood.

And this is where the patriotic women of America—women made of just as sturdy stuff as any women in the world, can do another important job for victory, and for postwar progress.

We need a Coach in every home where a boy is approaching military age. A coach, with a mother's love, to inspire this youth. To keep him playing your rugged American sports, which develop



the strength, the skills and abilities that will assure him a better chance to win—and to come home from the war with a sound mind in a sound body.

The boy who can run a little swifter—who can keep into a bushole or trench a fraction of a second quicker—whose hands and feet and brain work a split-second faster—will be a more competent and resourceful fighter because of that greater agility. In America's competitive sports—on our sandlots and on our school, college and university playgrounds, he can get this precious training. See that he gets it.

We need a Coach in every home where there are war-workers and civilian workers on the Home Front. A Coach with a mother's deep interest—a wife's love—to keep these indispensable men exercising—playing their golf, tennis, badminton, softball, volley ball, doing their calisthenics, taking walks, gardening, etc. They, too, must be kept strong for the job ahead of us during the war and after the war.

We need a Coach in every home where there are growing daughters—a Mother-Coach. She must see that they develop the health and vitality—through regular exercise—that America's women must have to meet the problems of the war and the postwar age.

Wilson Sporting Goods Co., and Wilson Athletic Goods  
Mfg. Co., Inc., Chicago, New York and leading cities

## Wilson

SPORTS EQUIPMENT

NOTE TO COACHES: The above message is part of our nation-wide drive to call ALL of America to the importance of America's sports to the physical fitness of our people in every branch of the war effort and the postwar effort. L. B. Icery, President.

imum strain on transportation.

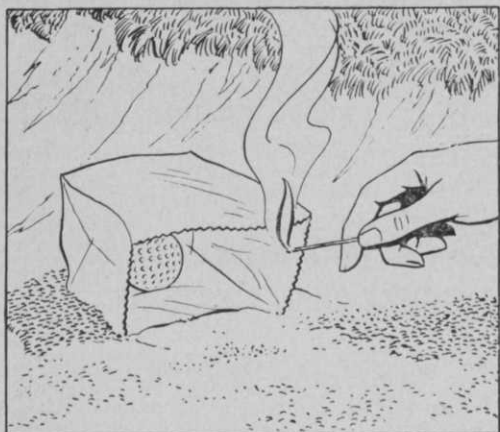
With the approval of their club officials, Pros near Army and Navy bases have played host to many servicemen, and the P. G. A., in collaboration with the Western Association, has brought many 12 to 17-year old boys into touch with golf through its carefully planned caddy welfare program.

## GOLF CLUBS THRIVING

While numerous golf clubs in outlying districts have had to close, those more fortunately situated have, in a majority of cases, remained open and are doing a thriving business, with collections from dues averaging 10 to 20 per cent ahead of last year.

Some clubs are maintaining only nine holes, with members in certain cases lending a hand in their care. Portions of some club grounds have been converted into Victory Gardens tended by members.

Most of the professionals who have entered the service have kept on playing golf during their training periods, but Byron Nelson figures that the war will affect their scoring ability to the extent of shifting the winning scores of major 72-hole events from a pre-war range of 278-282 strokes to a post-war bracket of 288-290.



### "Match Play"

George Von Elm, star amateur golfer in the late '20s, solved a problem in a recent round at the Lakeside club in Los Angeles. He hit a shot into a trap and upon coming to his ball he discovered it had rolled into a paper sack. The rules prevented him from moving the bag because he would move the ball. George found this no problem at all. He merely lit a match, touched it to the bag and exploded out when the bag had burned.

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## 1944 GOLF DEPENDS ON '43 USED BALLS



Take care of those "conked" balls and send them in for rebuilding if you want golf to go on in 1944.

Turn them in to your Pro or a Wilson dealer *before* they are too badly damaged. Wilson Sporting Goods Co.'s "accurated" rebuilding will provide another season's play for millions of golfers if every player says to himself "This means me."

Only by loyal cooperation of every player, every "Pro" and every club can enough freshly covered rebuilt balls be produced to meet the requirements of the 1944 season.

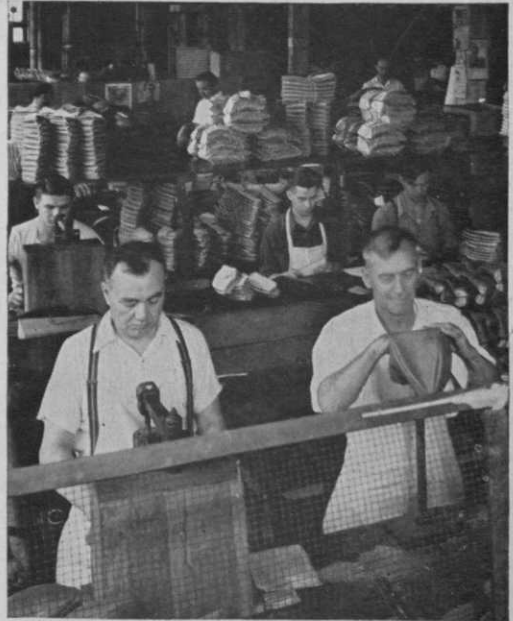
Go through your locker, your golf bag and your home closets and start those old balls on a new career of usefulness *today!* Golf means war-time physical fitness.

# Wilson's Greatest War Contribution Is "Maintenance of Quality"

Sports equipment for the armed forces and such sports equipment as we are permitted to manufacture from our restricted materials for civilian use, is as important to the war effort as the crash helmets, camp cots and aviators' kits that we make for the men on the front lines.

We feel that the greatest contribution we can make to the war effort is to maintain Wilson quality in every department of our war-time manufacturing operations.

Sports build strength into our armed services and sports build strength into the Nation *behind* the armed services. The greater the demand the more important it is that the available sports equipment be of the best and most lasting quality.



## HIGHLIGHTS OF AN ACTIVE GOLF SEASON

Eight of the Big Ten colleges played in the 22nd Western Conference Golf Championships at the Tam O'Shanter Country Club in Chicago.

Iowa high schools held district golf meets in six cities early in the season with a championship tournament in May at Iowa State.

Six schools competed in the annual Milwaukee Suburban Conference held at the Lincoln Hills course.

The North-South Open Championship was held as usual at Pinehurst, though limited to civilian players over 38 years of age, and servicemen.

The Western Advertisers' Golf Association held four tournaments this year.

The New York State Golf Association held three tournaments at Lake Placid in July. The Metropolitan Golf Association completes a ten-tournament schedule in mid-September.

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### U. S. O. Helps Service Men Play Golf

In large training centers, such as Chicago, United Service Organizations have been busy all season making provisions for service men to play golf, arranging starting times, furnishing clubs and balls, and in many instances transportation.

The interest that service men are showing in golf promises to make it more truly than ever a national sport after the war.

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