

GOLF in the WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

LET'S BEAT THE GOLF BALL FAMINE!

By L. B. ICELY, President

THE only blight on my confidence about the ability of golf and other sports to contribute their full share to America's war effort right through to victory has been the failure of golfers to respond in sufficient numbers to the appeal for used balls.

Just in case my own voice has grown monotonous to you on this subject, let me turn my space on this page over to an authority whose approach may be more compelling.

Mr. Charles Bartlett, writing recently on the Chicago Tribune sports page said:

"Golf, since the war began, has survived myriad difficulties, such as transportation and man power shortages, but 1944 presents every individual who plays the game the most serious problem in the history of the sport—that of conserving golf balls by means of returning old and damaged ones to manufacturers for reprocessing.

"The seriousness of the situation can best be illustrated by statistics released by one of the leading manufacturers. During 1941, approximately 2,000,000 new golf balls were sold through all outlets. In 1943, no new golf balls were manufactured by anyone, and the quantity of reprocessed balls available from all sources amounted to only 25 per cent of the new ones sold during 1941. This year, the number of pellets sent in for reprocessing is negligible to a point where those actually



**"Hey! Get me out of here
I WANT TO HELP!"**

• Only one thing can keep golf in the doldrums in 1944. That is for you to treat the golf ball situation lightly. You can't just let "George" do it. The only source of decent looking, playable golf balls this year is *rebuilt*. And the only source of *rebuilt*s is those old roughed-up and cut-up balls with fairly sound cores to build on.

To get enough of these old balls that are suitable for Wilson *Accurated* rebuilding

means that all the old balls hidden away in out-of-the-way places must be dug out and sent in to us. It means that not only you professionals, but *all your players and members* as well must do this. It's got to be an all-out drive for old golf balls. And it's up to you, *strictly*. You get 'em to us. We'll rebuild 'em—and *good*. Wilson Sporting Goods Co., Chicago, New York and other leading cities.



Wilson
GOLF EQUIPMENT

TUNE IN
WILSON'S WEEKLY
ARCH WEAVER'S SPORTS REVIEW
Every Wednesday Night
Over Mutual
Country Road (reprocess for
Rice and Walker)

IT'S WILSON TODAY IN SPORTS EQUIPMENT

available will be far less than the 1943 figures unless full cooperation is obtained from every golfer.

"That cooperation was lacking to such an extent last season that the famine will reach a drastic stage unless golfers pitch in and conduct personal roundups of old, cut and otherwise damaged golf balls and forward them for reprocessing. Lest golfers feel that the present appeal is another cry of 'Wolf!', they should also know that no golf balls, either new or reprocessed, are being withheld by any manufacturer and indications point to the fact that no golf balls will be made from either natural or synthetic rubber this year."

He Recommends Golf as a Wartime Sport



In one of his recent Chicago Tribune columns, "In the Wake of the News," Arch Ward, outstanding sports authority, said:

"Even under the pressure of wartime production, executives and employees are giving increased attention to physical fitness activities, a fitness that will result in a minimum of disability due to sickness . . . The desirability of extending the program will become more pronounced . . . Leadership should come from the employees . . . One interested worker often is enough to start a program . . . There is no standard list of sports contests suited to all industries. There are plenty from which to make a choice—badminton, archery, bowling, basketball, baseball, golf . . . handball, horseback riding, horseshoe pitching, ice hockey, obstacle racing, roller skating, rowing, tennis, softball, soccer, football, track, weight-lifting, wrestling and many others . . . The important consideration should be to devise a program that will engage the maximum number of employees in actual participation . . ."

CLUB PRESIDENTS CAN SAVE GAME

The National Golf Foundation has formulated a plan to expedite the assembly of stocks of old golf balls for rebuilding. Club presidents are asked to assume the responsibility of organizing ball collecting campaigns.

To stimulate players' personal interest in turning in used golf balls, the foundation urges that club pros give a priority certificate to each person upon presentation of old balls, the certificate entitling the player to first call on "rebuilt" returned by the factory to the professional.

The foundation also has prepared a step by step program for the club president to follow in getting his used ball drive under way, providing a form letter that may be addressed to all members, a supplementary telephone plan, a set of display banners, reminder tags for automobiles and golf bags, and supplementary mailing reminders. These may be obtained by application to Joe Graffis, National Golf Foundation, 14 East Jackson Blvd., Chicago 4, Ill.

Famous Past . . . Lusty Present

Francis Ouimet, first American golfer to gain international fame, is now a busy Boston manufacturer of oil coolers for airplane motors, and, according to the report of an Associated Press reporter, can still "turn in a round of golf that would compare favorably with those that startled the world back in 1913, when, as a 19-year-old caddy, he won the national open title in a playoff with England's supposedly invincible Harry Vardon and Ted Ray."

Golfers' Fame to Be Immortalized

A commission created by the Federal Security Agency's committee on physical fitness is promoting plans for a national Sports Hall of Fame in Washington, which will be a fitting symbol of the recognition won by sport as an important part of the national life.

"The building will serve as a national archive for sports," said John B. Kelly, committee chairman.

Erection of the structure would be financed through sports activities without assistance from the government.

Included in the proposed exhibits would be the equipment and uniforms worn by famous golfers and other athletic stars.

Der Führer
wants at vunce
dose Golf Balls
© ★ !!



IF NAZIS NEEDED GOLF BALLS!

Reports from Lisbon indicate that, in spite of the terrific battering the Germans have taken under allied bombs, sports interest in Berlin goes coolly on and Nazi sports columnists continue to chronicle athletic events as if nothing untoward were happening to the city.

Boxing, handball, ice-skating, wrestling, etc. are popular, and an inter-city soccer match in February drew 10,000 Berliners as spectators.

We haven't heard any reports on Nazi golf, but you can be sure that if the game is as highly rated as a wartime aid in Germany as it is here, there would be no lack of play because of a shortage of used golf balls.

You just know Hitler would get them in. And how!

Surely we have an outstanding chance right here, to show "der Fuhrrer" that democratic methods are a "dem" sight more effective than any Nazi "Putsch" he can institute for getting something done that is good for the nation. Do your part today. Dig out those old cut golf balls and turn them in for rebuilding today!

Community Effort

"We hear a great deal about the great revival in sports which is coming after the war," said "Bob" French in a recent column in the Toledo Blade. "Such a revival, however, won't come uninvited to every community," he comments. "The ground must be prepared for it, and that sort of work must be undertaken by realists who understand that it will take time, money and effort and are prepared to deliver along these lines."



GOING GREAT GUNS!

We wish every golfer, from Manitowoc to Miami, could see the Wilson Sporting Goods Co.'s plants today in wartime operation. You've heard about restrictions on materials for sporting goods manufacture, and you've probably pictured cobwebs gathering in gloomy halls. A glimpse of our plants would amaze you. Authorized production is going full tilt, providing overseas sports kits for combat troops, sports equipment for training camps and a considerable amount of sports equipment to replenish dwindling civilian supplies.

Wilson Sporting Goods laboratories are busy finding ways to produce creditable sports equipment from materials not under war restriction.

Besides all this, plant facilities unused for normal purposes are occupied with quantity production of camp cots, aviator kits, crash helmets and other such war material. A look would convince you that Wilson Sporting Goods Co. is "going great guns."



Wilson Athletic Goods Mfg. Co., Inc.
Chicago Plant

IT'S WILSON TODAY IN SPORTS EQUIPMENT