

# GOLF *in the* WAR

WILSON SPORTING  
GOODS CO.



Chicago, New York and  
other leading cities

## GOLF HAS WON A BATTLE

...Has a Battle  
Still to Win...

By **L. B. ICELY**, *President*

THE efforts we have made through Wilson Sporting Goods Co.'s advertising pages and through other channels to win a proper recognition of the place of sports in the war program have brought full reward in the satisfaction of accomplishment.

Of the contributions made to the war by sports, I feel a particular gratification in the record of golf. Its handicaps have been particularly numerous and great. Its achievements deserve corresponding high praise.

Though long played by millions, the taint of its early associations chiefly with the "leisure class" placed it on the doubtful list as a wartime essential in the minds of many people.

Golf had also the handicap of requiring the maintenance of the conspicuous and expensive equipment represented in country clubs and golf clubs associated with leisurely pursuits.

The very golf balls and clubs on which its life depends required critical materials which the war has denied.

That golf has survived all these handicaps to prove its value as a contributor to production fitness and wartime morale is, to my

mind, one of America's triumphs. The one threat that remains to continuance of play in wartime is the shortage of golf balls. This summer will bring that threat so closely home to every player that I believe its very seriousness will bring the remedy in the form of a country-wide response to our appeal for used balls for rebuilding.

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## '44 GOLF OFF TO GOOD START

Golf in California is already on its way to a highly active year, reports Francis J. Powers in the "Chicago Daily News," and spectator interest is matching player interest, as attested by an all-time high attendance totaling around 25,000 in a four-day January tournament in Los Angeles and a 15,000 turnout in San Francisco. Sensational play in both tournaments fully justified the spectator interest, Mr. Powers reports.

Out in Hollywood, golf was already a matter of course as early as January, and a 36-hole pro-amateur charity meet with a best ball score of 119 featured leading professional players. Pros then moved on to Arizona to play in the Phoenix \$5000 open golf championship, and to San Antonio for the \$5000 Texas Open Golf Tournament.

Whereas, snow should have been banked four feet deep against the bunkers, the lure of an open fairway was too strong for more than a hundred golfers who turned out with broad grins during the last week of January to play a few rounds at Sunningdale Golf Club. The only gloom in Toledo that week was found at the Toledo Ice Yacht Club.

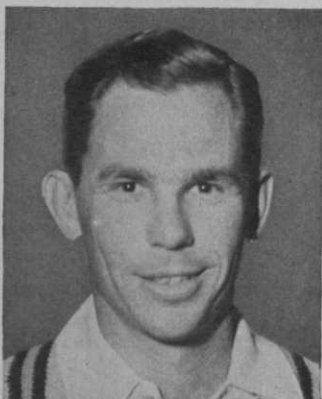
## GOLF in the WAR

Down South, of course, where golf normally spends the winter, Marjorie Row of Anniston, Ala., on January 29th won the Helen Lee Doherty Trophy for women amateurs at Miami.

With this early and healthy start under its belt, golf is by this time going a rugged pace, and in this third wartime season bids to further establish itself as a part of wartime health maintenance.

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The Spokane Athletic Round Table has announced that the Professional Golfers Association tournament to be held at the Manito Golf and Country Club, August 14-20 inclusive, will be a \$20,000 event, "topping any previous P.G.A. event in the amount of cash put up."



## TENNIS . . . BASEBALL STARS TURN TO GOLF

Ellsworth Vines has long figured in Wilson Sporting Goods Co. pages as a consultant in production of quality tennis equipment. You think of him primarily, no doubt, as a great amateur tennis champion of the '30s. But, in the past two years Vines has become a professional golfer, and is golf pro at the Denver Country Club and is doing an outstanding job of keeping golf in the war. Practice is the answer. He applied himself to golf with the same intensity that made him a great tennis player, and before another season has passed, say veteran professionals, you can expect to see this enthusiast for Wilson sports equipment reaching for some of the significant golf prizes in tournament play.

In January, over the same country club course at San Gabriel, California, where he

first took up golf seriously after laying aside his famous tennis racket, he equaled the links record of 64, seven under par.

Another recruit from other fields of sport has risen to golf prominence in the person of Sammy Byrd, former New York Yankee outfielder. He took the honors last February in the \$5,000 all-War Bond open golf tournament in New Orleans with a 72-hole total of 285, which was five under his nearest competitor.

Ellsworth Vines and Sammy Byrd are retained on Wilson's Advisory Staff.

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## Wilson Fights War on Two Fronts

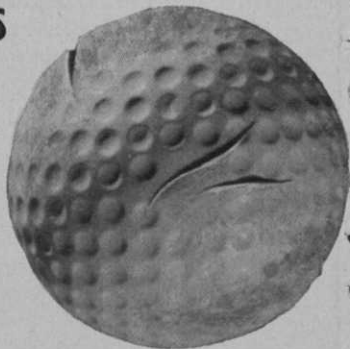
Wilson Athletic Goods Mfg. Co. workers are very proud of that Army-Navy "E" pennant floating over our Chicago plant and telling the world that they did their full share in producing aviator kits, crash helmets, camp cots and other materials of war, as well as a big lot of sports equipment used by our fighting men in training camps and behind the battle lines.

They are proud too of their company's accomplishments in helping to win recognition for sports as an essential part of the nation's war program.

Wilson Sporting Goods Co. is fighting the war on both these fronts, and has the satisfaction of seeing the country recognize both as important. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

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WHAT IS  
1944  
GOLF  
MADE  
OF  
?



The recipe is: thousands who love the game and appreciate its value to health and good work—and thousands of old, used golf balls like this. Have you turned yours in?

★ ★ ★ IT'S WILSON

Golfdom

# FAMINE?



## Starving for Golf Balls?

Men who are close to the *source* of golf balls don't make any bones about the seriousness of conditions. Unless old balls for rebuilding are forthcoming in adequate numbers there *will* be a golf ball famine. And thousands of players may be literally *starving* for enough golf balls to play with.

This is not crying "wolf." It's an absolute *fact*.

So—it's up to *us*, to *you* and to every *player* to see to it that used balls are dug up wherever they are and turned in. Most centers are sound enough to build up and re-cover. And our Accurated System gets the most out of every used ball that is turned in to us. Keep feeding them to us and you will suffer no famine. Wilson Sporting Goods Co., Chicago, New York and other leading cities.



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

# Wilson

GOLF EQUIPMENT

IT'S WILSON TODAY IN SPORTS EQUIPMENT

TODAY IN SPORTS EQUIPMENT ★ ★ ★