

# **SAVE GOLF BALLS** *and you* **SAVE GOLF**

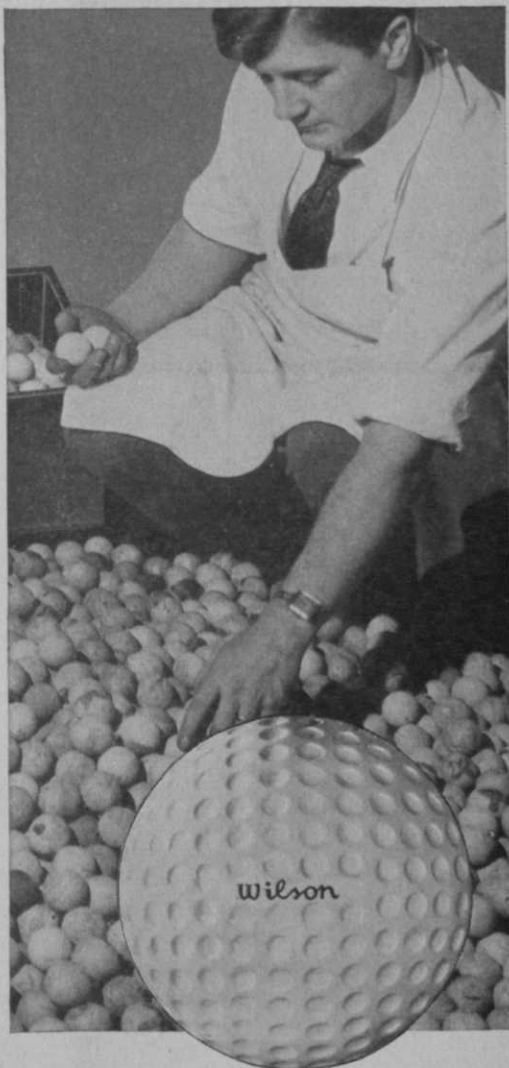
When the wily Japs stole a march on us in Malaya and the Dutch East Indies they scored a many-fold stroke against our national security.

They cut us off from our principal source of rubber for transportation needs . . . AND they made it necessary for our Government to restrict the use of rubber in the manufacture of sports equipment. This includes golf balls upon which the continuance of the game depends.

Only by gathering in every golf ball you can collect, and turning them in, can re-built balls be produced in a quantity that will keep the game alive. Players, too, should be cautioned to turn in balls before they are badly damaged and while still in good condition for rebuilding.

Send every ball you can lay your hands on to Wilson Sporting Goods Co. for "accurated" rebuilding.

**Save those "Crooked" Golf Balls and  
get fresh WILSON "ACCURATED"  
REBUILT GOLF BALLS!!**



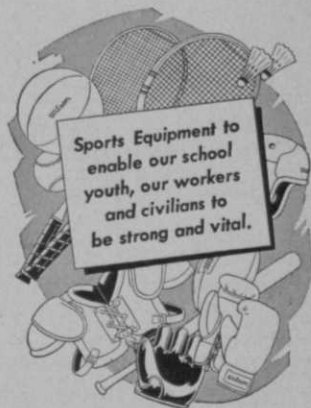
## **SPORTS EQUIPMENT**

vilians.  
ilities that for-  
ball helmets and  
now turning out  
tect the skulls of  
at used to produce  
s are now driving  
the production of  
r the comfort and  
s and at fighting

fronts throughout the world.

Another of our departments is racing to keep up with orders for *aviators kits* for our flying fighters.

Whether it's sports equipment for training camp programs and the recreation of soldiers behind the lines, or the other things required by combat forces, it's Wilson, today. In war as in peace, Wilson quality sports equipment is always in front rank demand.



## Southern California Publinx Lists 23 Golf Problems

OFFICIALS of public courses in Southern California are trying to get the right answers to 23 problems in successful negotiating the adjustment of public links golf to wartime conditions.

These questions, presented by the Publinx people as "Some of Today's Problems of Golf" are:

How can we maintain the game of golf during wartime so it will contribute most to our winning effort?

*How can we best advertise the playing of golf as a body, mind and morale builder?*

How can we overcome transportation problem which prohibits long recreational travel?

*Are there sufficient players available for the duration to permit profitable operation of 'pay-as-you-play' courses?*

What plans shall be undertaken to meet, organize, educate and entertain the many players now here in war industries?

*How can we help adapt the many previous private club members who have turned to nearby public courses for convenience?*

How can we better serve the many thousands of uniformed men who come and go through our area, and while here desire to play golf?

*What changes in course operation will be necessary because of shortage of manpower in the greenkeeper's personnel, and because of an inevitable depletion of equipment and replacement parts on the course?*

What clubhouse services such as food will need to be curtailed due to labor shortage and rationing?

*How can we control the players' reaction to the curtailment of services to which he has been accustomed?*

Through what media can an educational program bring cooperative tolerance from the player groups?

*Can new caddies be found and trained to eliminate the present caddie shortage?*

How can players be persuaded to turn in old balls, all old balls, so that by recovering, these balls will be available for play?

*How can professionals replace their lost income suffered by depletion of equipment stocks?*

Cannot professionals stimulate golf interest by closer contact with the new players who might be encouraged to improve their game through individual and group instruction, thus offering the pros a new source of income?

*Will everchanging conditions of all-out war present new and insurmountable difficulties?*

Will increased taxes make 'pay-as-you-go' golf unprofitable?

*How can the separate club memberships be built up so that club activities can be expanded to replace interclub activities of previous years that might be curtailed due to transportation problems?*

Should there be an attempt to enlarge upon the social activities of the various clubs in order to make new members club-minded?

*What changes are necessary in the Publinx Assoc. competitions to streamline them to district or zone participation?*

How can the Association benefits be offered and sold to the many new publinx players who are unorganized?

*Can competitive spectator golf be so arranged that it will add its revenues to our charities in a greater degree than in the past?*

Can these and the many other problems of golf be better solved through group coordination or individual effort?

---

The Japanese Athletic Assn. has changed the name of golf "gorofu" to "dakyu." The suffix "kyu" means ball. Golf is translated as "strike ball."

## These Tip Helps Maintain Women Workers' Efficiency

**T**HERE'S no longer any question as to whether the country club operator should hire women for jobs formerly held by men. The draft has settled that point. The important things now are how to select the most efficient women available and how to use them to best advantage. Here are 14 helpful tips on the subject from western operators.

1. Try to find women who live not too far away. Particularly if a woman tries to keep house as well as working on the outside, she can't afford to spend much time in transit. Mothers of young children are always happier and more efficient if they live close enough to get home early. Thus, the turnover rate is drastically reduced with local-district employees. Several clubs get help of this type by asking old employees to bring friends or relatives.

2. If you can get them, pick young married women. They have these advantages, according to the reports of western managers: they usually have more of a sense of responsibility than do their unmarried sisters; they're less likely to be flirtatious; as a rule, they need the work or they wouldn't be doing it—maybe a sick husband or one who's in the army; they still have the pep and interest to work hard and to get along with their fellow employees.

3. Where you have to use older women, try to get ones who have worked outside the home at some time in their lives. Most managers have found that older women who have lived secluded lives have difficulty adapting themselves to changed conditions and association with other workers, are inclined to be cantankerous and fussy. It's always well to impress on the older woman the importance of friendliness and courtesy.

4. While there are, of course, exceptions to this rule, general experience indicates that "husky" girls—those who are just a little on the heavy side—are likely to be more even-tempered and efficient than their underweight sisters. Of course an overly-heavy woman shouldn't be chosen for a job where she'd have to be on her feet constantly.

5. Retain a physician to give each woman you hire an advance physical ex-

amination. This step not only protects the club against the possibility of lawsuits but also reveals whether the employee-to-be has any female weaknesses which would make her mentally or physically unfit for the job. Establishments that follow this practice report a surprising number of women turned down for nervous disorders.

6. In breaking in women who haven't previously done outside work, stress at the outset the importance of time—the fact that a minute or two lost here and there makes serious inroads on the day's work. Until this point is gotten across, many girls waste too much time in idle conversation, it is reported.

7. Give the female employee a definite day-long schedule of duties so that she'll keep busy without bothering the management for instructions every few minutes. Numerous operators say that women make excellent workers when they have their jobs cut out for them but that they lack initiative in finding work for themselves.

8. Wherever possible, let the women employee change from one job to another at some time during the day. Women are inclined to be nervous and they're happier with change.

9. Give every girl an adequate number of rest periods during the day. Operators who are already using large numbers of women stress the fact that you have to make some allowances for feminine psychology. A girl has more confidence and consequently is more efficient if she can keep her hair tidied, apply fresh lipstick and wash her hands several times a day.

10. Be careful in issuing instructions or in making criticisms. Women are often sensitive; they can't shrug off harsh words in the way that men do. *Never* ridicule a woman—it breaks her spirit and cuts her efficiency.

11. Be reasonably considerate about using strong language around women. Even though a girl's husband or father may swear vociferously, she'll grow to dislike a place of business where she hears too much of this.

12. If your girls wear uniforms of any kind, get enough size variety that each girl can have a proper fit. This point can't be stressed too strongly as a means

**TWO...**  
*well-earned Furloughs*

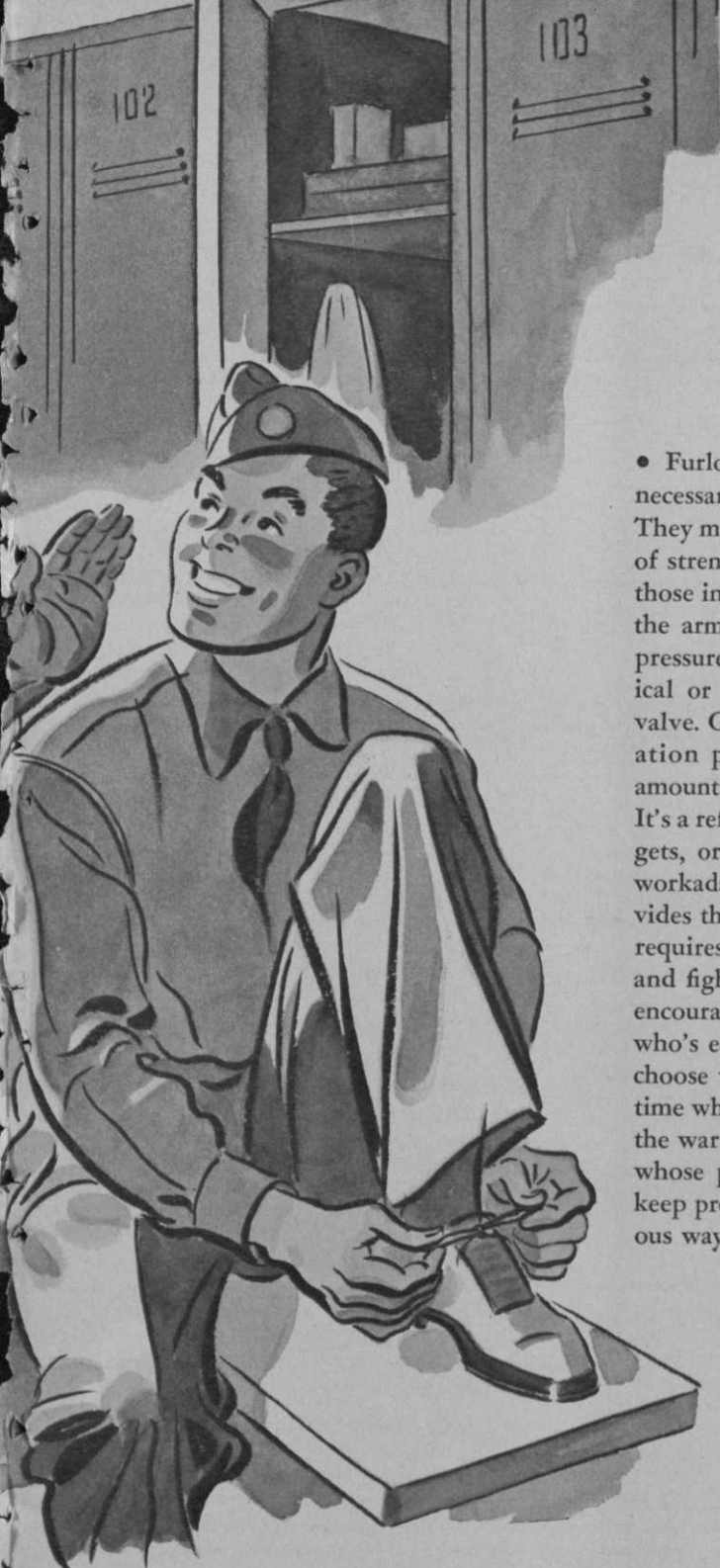


**MacGregor**

THE GREATEST NAME IN GOLF

REG. U.S. PAT. OFF.





• Furloughs from routine duty are necessary to the well-being of all men. They must have relief from long hours of strenuous work. And this applies to those in civilian life as well as those in the armed forces. The monotony and pressure of daily labor—whether physical or mental—should have a safety valve. Call it furlough, vacation, recreation period, recess, or respite—it amounts to one and the same thing. It's a refresher during which a man forgets, or should be able to forget, his workaday cares completely. Golf provides the relaxation that an individual requires and wants . . . it keeps him "fit and fightin'" . . . hence, he should be encouraged to play the game. A man who's earned a furlough is entitled to choose what he wishes to do with his time while on that furlough. Of course the war effort comes first. But all of us whose peacetime business is *golf* can keep promoting it in numerous ingenious ways.

**CRAWFORD, MACGREGOR, CANBY CO., Dayton, Ohio**

Now 100% engaged in war production.

of keeping women happy, according to western operators.

13. Remember that most women have certain physical limitations when it comes to heavy work such as lifting. Arrange your work so that the remaining men in the organization handle those duties which are too hard for a woman.

14. If this is at all practical, pay women employees by check rather than in cash. A large concern that made a survey on this point found a majority of women preferred this method of payment and that they kept their finances in better order when checks were used.

## Ball Reconditioning Is Exacting Job

EACH day the golf ball collection and reconditioning becomes more necessary to the continuance of golf. The best that any of the leading manufacturers can do is to return 85% to 90% of the good golf balls sent in for reprocessing. Others that are badly hacked can't be remade and are torn down for materials used in reconditioning of balls that can be salvaged.

Conscientious expert work and employment of considerable equipment by the experienced manufacturers who are handling the majority of balls being reconditioned has resulted in producing a remarkably high performance of the reconditioned balls.

One of the foremost golf balls manufacturing authorities points out that to produce a good repaint job all of the old paint has to be removed by potashing, then the balls have to be thoroughly washed and dried, after which at least two coats must be applied. Unless spray equipment of the right sort is available for repainting, the surface of the ball will be flooded, with consequent injurious effect on the flight of the ball.

## Famed Club Tells It Plans "for Duration"

MINIKAHDA, famed Minneapolis Club, tells its members what's what in wartime at the club, in a house committee bulletin headed, "Minikahda Goes to War with Plans for the Duration." The bulletin advised:

Mr. MacFarlane's tractors have broken ground for our Victory Garden. Mrs. Jaffray and Mrs. Hill are conducting a surgical dressing unit at the club on

Tuesdays and Thursdays. Women golfers are urged to join them at lunch and work for the afternoon. Mr. Cornelius has sent out questionnaires to ninety-two clubs similar to our own. He will compile for our help and information a study of their wartime adjustments. Mr. Bullis and Mr. Gallenkamp are giving us the benefit of their expert knowledge on food and point rationed foods and still have delicious meals, but we cannot stretch our allotted points, which are on a membership and not on a guest basis.

Part of the function of a club and part of its obligation to its members, especially in these servantless days, is to assist in entertaining. We are cancelling parties, for the time being, in the hope of a larger family attendance; and are laying emphasis, where at present it seems to belong, on family life and its need for social outlet.

There will be more men and women in service at the club as our guests. Mrs. Moore and Mr. Green will be in charge of their entertainment. We know you would want this, and will limit your own guests to members of your family, out-of-town visitors, and to very especial occasions when you wish to include someone other than your immediate family circle. The situation is the same as you are meeting at home, where casual entertainment of local people is now limited. We must keep within our regulations and do not wish to do so by imposing restrictions. We therefore ask your thoughtful cooperation.

**Too Much Dues Waiving?** — Some wealthier clubs are having a kind-hearted error pointed out to them by the canny beneficiaries of the clubs' snap-judgment action. Dues for the duration were waived on members who went into the services, although in many instances the members who went into uniform were easily able to stand the cost of club dues, at least on a reduced basis. Reduction in income at some clubs has been so serious that members in uniform are beginning to fear the club may not be there when they are mustered out.

**Wartime Memberships**—Special wartime memberships are being featured by closer-in clubs. These special members are elected in the same manner as regular members, but not being required to pay initiation fee, do not have votes in the club affairs or interest in its property.

Now  
As Never Before  
**CHAMPIONSHIP  
QUALITY COUNTS**



Now, as never before, championship quality counts, because the present available stock of golf clubs plus those now in the hands of your players, must serve for the duration.

True Temper Step Down—Golf Shaft of Champions—will prove its worth because, with proper care, it will continue through years of hard service to win in every test.

It is up to America's professionals to provide members with a plan for repair and upkeep of their playing equipment so that it will continue to serve well until victory is ours.

Now is the time to contact every club member and offer these services which only the professional is equipped to render.

## **TRUE TEMPER STEP DOWN** **Golf Shaft of Champions**

Produced only by the Makers of True Temper Products, Cleveland, Ohio

## "Why Pick on Golf" Asks Soldier's Dad

**I**F GOLF retards the war effort let every course in the country be closed, and immediately!

But evidence is plain that since war is fought by people with munitions produced by people, and golf preserves and increases the physical capacity of Americans, let's be properly aggressive about maintaining the game as an aid to war effort. Those who sit down and damn the necessary escape and personal rebuilding and refreshing operations of Good Americans who happen to be making proper use of golf in wartime show more of a desire to be bossy than to use common sense. And they are getting away with it, to no good of the nation, because golf hasn't boldly and persistently championed its logical wartime case.

In the newspapers now and then appears a strong and challenging statement of golf's position. One such presentation was made by John Brennan in his "Off the Fairway" column in the Jamaica (N. Y.), *Long Island Press*. Brennan wrote:

"It seems rather ironic in view of all golf has done and intends to do for the service organizations that the Man Power Commission doesn't take some steps to improve the lot of the harassed operators of the thousands of golf courses," complains Ed Walsh of Great Neck.

"All that is required to keep a course on fairly good condition is four or five men, but the average laborer between 38 and 45 lives in fear of being tapped on the shoulder by his local draft board and won't work on the course. It doesn't seem logical for Paul V. McNutt to endorse golf as a morale builder and have a sport that ranks second in the nation for donations to the Red Cross, USO and similar

You need "your country home" more than ever because you have been going at a pretty stiff pace and have been cooped up all winter. You must relax if you want to put your best efforts into the war effort. Every physical breakdown is powder for the common enemy. Don't be a physical gremlin."

Charles E. Curtiss, 2nd, Pres., Wampanoag GC.

agencies. What was done down at the Texas open last weekend when \$2,300,000 in war bonds were sold to spectators can be done in every section of the country. Why discriminate against golf?"

"While making the rounds last weekend, we met a man who shall have to remain anonymous. The man recently lost a son in the Pacific fighting and has two sons about to be inducted. 'If it wasn't for the few hours of relaxation I can get out on the course once or twice a week I don't know what I'd do,' observed the father of one of our heroes who gave his life that his dad and the rest of us can continue to play golf.

"As one manager pointed out the other night in discussing the man-power enigma facing bunkerland, 'every family in our club and most clubs of the country is vitally affected by the war, with sons, daughters and others in the service.' Officials in bunkerland confidently expect the WMC to relax its edict classing greensmen non-essential."

## Editorial Warns Don't Be "Dull Patriot"

**T**HE Fort Wayne (Ind.) Journal-Gazette in a recent editorial commented:

"All work and no play makes soldier or civilian a dull patriot.

"Especially in wartime, recreation and relaxation are essential to those who wish to turn in an efficient performance. The army realizes this and is at great pains to keep the men in the service entertained and in high morale. Morale and good spirits are just as essential to the defense plant workers and all others who are fighting on the home front.

"The golf courses are expected to receive a big play this summer from those who want and need more sunshine and fresh air to keep them in good health and condition. Golf has become an established American exercise and recreation. It is no longer the game of the few. Nine holes of golf do wonders for those who spend most of their time indoors and will prove especially helpful to those on the night shifts in war plants.

"Exercise and recreation will do everybody good. Those things are important in peace time. They are doubly important during the strain and stress of war when maximum efficiency and mental alertness are required of everyone.





*"Dunlop*

**RECOVERED GOLF BALLS**

**ARE**

**REALLY GOOD"**

*Craig Wood*



**CRAIG WOOD**  
*National Open Champion*



☆☆☆ Dunlop Recovered Golf Balls have been reconditioned under the supervision of the same experts that produced the famous Maxfli, one, two and three dot and the rest of the outstanding line of Dunlop Long Distance Golf Balls.



*Dunlop*

DUNLOP TIRE & RUBBER CORPORATION • SPORTS DIVISION • 500 FIFTH AVENUE • NEW YORK CITY

## "War Workers Earn Gas for Golf"; Nicholas

**WILLIAM N. NICHOLAS**, park supt. of Pasadena, Calif., is quite positively of the opinion that workers who have earned the right to play golf for maintenance of health and spirit on the wartime production job should be allowed to use some of their limited amount of gas for golf.

Nicholas is not alone in that conviction, arrived at after considerable study. Others in position to know the facts say that work inside a blacked-out defense plant is developing an acute need for outdoor recreation such as golf provides. Lack of a balanced program of outdoor recreation is a noticeable factor in increasing absenteeism.

The Pasadena park authority, an expert on properly fitting recreation into community and national welfare, expresses his opinion in the following letter which he sent to George W. Blossom, USGA president, and Ed Dudley, head of the PGA.

Nicholas' letter:

"I am taking the liberty of writing to you as head of a national organization vitally interested in the future of golf—and also due to the fact that I happen to be one of those persons who, during these trying times, is charged with the responsibility of endeavoring to make municipal golf self-supporting. Even with the high salaries for maintenance and increased cost on every hand, I am confident it can be self-supporting with good management, providing we have a little cooperation from certain agencies in the federal government.

"No one is more interested in the welfare of this nation than the writer; no one is more willing to meet all sacrifice necessary in an all-out effort to win this war. But it irks me no end to see golf classified in the "Amusement" column along with theaters and other entertainment centers when I do not believe it rightfully belongs there. It has been referred to as such by the OPA, also by those interested in the rubber program, but I believe your organization is one which can see to it that this be eliminated and no longer referred to in this category, and that it be placed in the one where it properly belongs—

which is, to my way of thinking, Health and Recreation.

"I feel confident that the reference made emanates from pure ignorance and lack of first-hand information, as in our particular city a great portion of our play is either by service men or those in defense work, giving an all-out effort and using the golf courses for wholesome recreation and relaxation.

"If the right group presented this problem, this erroneous impression could be corrected. In view of the fact the military group is spending tremendous sums to build up the men physically before they are assigned to active duty, and knowing the far-reaching health benefits golf affords in such a health program—I am sure we should be able to have golf taken out of the amusement classification and placed in its proper category."

## Turn in Old Balls or Else . . .

**BILL GRIMES**, Boston American sports writer, warns that golf faces a dead end not distant unless "golfers turn in an old ball for every new one they purchase." Even on that basis, Grimes writes, need of using some of the turned-in balls to provide ball restoration material and inability to restore some of the badly used balls that are turned in, means that the supply will diminish.

Grimes quotes Matt Kiernan, Spalding sales executive, in telling about the situation of rapidly developing seriousness. Matt says it's no longer a matter of selling golf balls, but of trying to get enough balls to keep the game alive. Grimes maintains that pros or stores that don't insist on taking in a used ball for every reconditioned ball so'd are going to compel closing of many courses.

**It's a Long Walk**—Bill Loeffler writes from his location with an anti-tank company at Camp Shelby, Miss.: "As a golf pro and greenkeeper I thought I'd always done a lot of walking, but I have found out what walking really is since I entered the army. I sure hope that something will be done on gas rationing and labor for golf so the game can continue. There isn't any other sport today that deserves greater consideration."