

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
ARCO-WEAVER'S SPORTS REVIEW
Every Wednesday Night
Over Mutual
Country Road program for
Reno and Victor

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

DOWN - TOWN RESTAURANT AS "Duration" CLUBHOUSE

By GIBBONS CLARK

★ They purchased a fully-equipped restaurant as their downtown clubhouse! That's what the Yakima (Wash.) Country club members did and the move is working out most satisfactorily.

The big duration idea began when the beautiful country clubhouse, located about three miles from the city, burned to the ground on last Thanksgiving day. Faced with the perplexing problem of replacing building and dining equipment, and with wartime chances for that slim, club members conferred and came up with the novel solution of bringing their country clubhouse to the city for the duration. A streamlined restaurant, completely equipped, was purchased and remodeled to serve as a clubhouse while regular play would continue on the club course.

Although the result of the move means that members must provide for the upkeep of two properties instead of one, the credit side of the deal reveals that members are ahead time, tires, and gas, and have avoided the possibility of failure to replace dining equipment.

With the convenient downtown location members have only to drive a short distance to attend club doings.

Members can pool their cars to reach the Yakima course and then, come party time at the clubhouse, an extra trip can be saved to the course by having the clubhouse in town.

Efforts are under way to install shower

facilities in the restaurant basement. As the permanent greens are not open to play until late in the season in this northwest area, the showers may be ready in time for regular season's play on the course.

Upkeep of the new quarters, it is reported, amounts to practically the same as for the regular clubhouse. The big advantage, of course, is the saving provided by securing a location complete with facilities and equipment for the preparation and serving of meals. Daily lunch business is good in the new location.

A very pleasing clubhouse has been provided members. By doing away with the restaurant counter, and moving back the fountain equipment, a made-to-order main room is provided. To acquire dancing facilities, a next-door building was secured with the result that now an invitingly polished dance floor opens off the main street entrance. The women's powder room is adjacent to the dance floor.

Twice has the Yakima clubhouse burned to the ground. Now, hugging the wall on one side of the temporary clubhouse, is the architect's drawing of the proposed post-war clubhouse. The members met the challenge to do something about a seemingly impossible situation, and when the present club facilities have served their wartime purpose, members will once again enjoy a beautiful country clubhouse at their course.

How's Installation of Your Dishwasher?

★ With dishwashing machines almost impossible to get and the kitchen labor problem a headache to every manager, the advice of Fred Johnson, serviceman of Mathieson Alkali Works, Inc., on dishwasher installations includes valuable reminders.

Johnson says:

"The first essential of efficient dishwashing is a good layout. Is your machine now located where it will not interfere with traffic? Delicate adjustments and proper alignment of parts may be upset by frequent jarring of the machine. Or is there a protruding handle that gets bumped? If better clearance for such a part cannot be provided, it may be possible to obtain a differently shaped handle to help the situation.

"Is your machine leveled properly? This should be checked with a good instrument, for levels have a way of changing gradually and unnoticed. An improperly lined-

up machine will operate, but considerable damage to pump bearings, shafts and couplings can be caused this way. Lift the guards over the shaft couplings between the motor and pump, to see if the couplings are free and the connecting shafts are in correct alignment. The pump platform should be firm and level; some machines have adjustable feet to provide for this.

"The voltage and current suitable to your electric motor are noted on the name plate attached. Once the motor is properly installed, it requires little attention; but, if yours may have been abused, take the precaution of having it checked again. And check also whether it is still protected from steam and water.

"Is a grease trap or interceptor working effectively in the line connected with the threaded drain outlet? Does the downward pitch of the line and the drain connections ensure complete emptying of the tanks, pumps, and spray tubes as soon as the drain valve is opened? Are the steam and water connections made to the proper valves? Printed tags or instruction sheets

*"Will you have
ENOUGH BALLS
FOR YOUR PLAYERS
this year?"*

CRAIG WOOD
National Open Champion



● ● ● This is one year when the supply of golf balls for your players depends upon yourself! It is the year when your profits will depend entirely on the number of old balls you can get your members to turn in.

Dunlop is equipped to recover all the used balls you can collect, and they will be 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 Recovered **GOLF BALLS**

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

come with most machines, to show which valves should be connected with the various lines. If your copies have been misplaced, request duplicates from the manufacturer, so you can check on this part of the installation.

"Is there a water pressure of at least twenty pounds at all times? To assure this, it is recommended that the hot water line be run direct from the storage tank to the washer with no other outlets.

Jack Hobens Dies

★ Jack Hobens, who came from Scotland in 1899 to become one of the pro builders of U. S. golf, died March 26, age 64, at his home in Englewood, N. J. He was pro at Englewood (N. J.) CC at the time of his death.

During World War I Jack toured with Bobby Jones playing Red Cross exhibition tournaments. He was a fine competitive golfer in his younger days and among other victories won the 1908 Metropolitan Open at Baltusrol when that event was regarded as second in importance to the National Open. He was an excellent instructor and developed many first class men and women amateurs.

Jack had served at the Yountakah, Huntington Valley and Knickerbocker clubs prior to signing with Englewood.

E. V. Creagh Promoted

Edward V. Creagh who joined the company in 1916, has been appointed advertising and Sales Promotion Manager of American Chain & Cable Company, Inc., and Associate Companies, Bridgeport, Connecticut.

His service has been continuous, except during World War I, when he was in the Army. He has been in charge of Sales Promotion activities since 1936. His new

LIGHTER BAGS SOLVE CADDIE PROBLEM

★ Among other expected serious handicaps to golf which didn't materialize was the caddie shortage. Not that there have been as many caddies as could be employed, but the caddie shortage has been offset by the popularity of lighter bags that golfers have carried without undue inconvenience or effort.

Some golfers see in the enforced lighter bag use the same forecast that looms for housing and automobiles. Those with the big houses can't get fuel or servants for operating and those with big automobiles can't get coupons for the mileage they need. Hence the prophecies of fewer big houses and heavy automobiles in the post-war period.

Now having extensively used balanced and streamlined golf bags and playing

duties will cover newspaper, magazine, business publications, and other forms of advertising, in addition to sales promotion. The advertising of American Chain & Cable includes Weed Tire Chains, Tru-Lay Preformed Wire Rope, Reading-Pratt & Cady Valves, Page Welding Wire and Chain Link Fence, Wright Hoists, Manley Garage Equipment, Owen Springs, Campbell Abrasive Cutting Machines, Push-Pull Controls, Hazard Wire Rope, American Industrial and Hardware Chain.

Mr. Creagh is vice pres. of the National Industrial Advertisers Association.

Axel Rain Jacket Popular

Leon A. Axel, Ltd., New York City, are doing a big volume business with the golf pros on their new rain jacket. This new wet weather garment, according to its makers, is revolutionary in that it is the only garment of its kind that has no seams to bind. "Alive with action" the new Axel rain jackets have been endorsed by many leading golf tournament stars. They are made in both men's and women's styles, in three different fabrics, and sell in a price range that fits into pro shop merchandising.

Metropolitan Amateur Renewed

The Metropolitan Amateur championship, suspended since 1941 because of war uncertainties, will be renewed this year with Sleepy Hollow CC, Scarborough-on-Hudson, host to the match-play championship, after qualifying rounds at Montclair GC, Garden City GC and Winged Foot GC. The first and second rounds of the championship, at 18 holes, will be played June 17; third and fourth rounds at 18 holes, June 18 and the finals at 36 holes, Sunday, June 25.

without caddie expense golfers are more inclined to simplify and economize in their enjoyment of the game, according to many observers. It's doubted that this wartime experience of self-caddying either by light bag or cart will be extensively continued at private clubs when boys again become available in ample numbers, but it is regarded as certain that the reduction in the caddie roster has had a lasting effect in promoting golf among the moderate income class. The caddie fee often puts golf in the status of an extravagance to many potential golfers. With the wartime demonstration of satisfactory service by the self-carried light and balanced bag numerous pros and others in the golf business believe that the caddie situation is a diminishing source of headaches.



NEW SOURCES *for* OLD CUTS

***Spring play opens the way for full speed ahead
in collecting millions of used ball hide-outs***

Spring has **turned on the heat** that is thawing out millions of unplayable golf balls that have been **frozen** in the players' bags, their lockers and around their homes since the season ended last year.

All during the winter months the nation's golfers have been warned that the one-and-only-way they'll be able to get golf balls this year will be to turn in their old unplayable balls for reprocessing.

Now, with spring bringing the players out to the courses, they have the urge, and you have the opportunity, to cinch your ball supply for 1944. Follow through on the players by personal contact—you can't beat it for getting results.

Your best bait for getting pro shop business this year will be **golf balls, and plenty of them.** The quicker you act, the sooner you'll get your toughest operating problem out of the way.

***Remember—every day's play makes a new
crop of used balls—keep after them.***

1944 • WORTHINGTON'S 40th Year DEVOTED EXCLUSIVELY TO MAKING GOLF BALLS

THE WORTHINGTON BALL CO.
ELYRIA, OHIO
WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

CLUBS TELL HOW THEY ARE DOING

(Continued from Page 13)

in this ever since the golf course was opened in 1931, in spite of the fact that we have held to high standards of maintenance.

"Early in 1943, we realized that the ban on pleasure driving would seriously affect the play on the course by reason of the fact that we are not conveniently situated on or even near public transportation lines. Our play began to fall off as much as 80 per cent of what it was the year previous, which was one of our record years. We immediately began to reduce our expenditures. Having previously maintained a high standard of fertilization, we felt that we could reduce this for one year, particularly on the fairways. We did not hire a green-keeping force as large as we were accustomed to. This was easy, since labor was not available anyway. Therefore, we paid less attention to the rough, traps and other so-called embellishments. Having always kept our equipment up to date and in good repair, we required no new equipment and very few repairs.

"Economy was the watch word, sacrificing where we felt that it would do the least harm. As a result, and in spite of a reduction in play of 53½ per cent over the previous year and 49¾ per cent in receipts, we were able to maintain and operate the course within our income.

"We anticipate an increase in play during 1944, but are keeping our fingers crossed, and are carrying out the same ideas we practiced last year with the exception that we do not intend to sacrifice any of the fertilization program. Constant watch will be kept of conditions so that we can give the best golfing under the circumstances."

Keep Up Club Looks

★ From many club officials, managers and greenkeepers come evidence of the vital importance of maintaining attractive appearance of the club plant. Despite the gloomy talk about taxes, and the necessity of working longer hours, there are many potential and desirable members for clubs. They won't join if the club shows signs of giving up and being allowed to go to seed.

Hillcrest CC, Kansas City, Mo., is typical of the wisely run club that has done everything possible to preserve a bright atmosphere in the club properties and appeal to members and prospective members as the sort of a place at which the family can get the relief from tension it needs these days.

President Clarence A. Hill of Hillcrest says:

"Hillcrest, even being handicapped by present conditions, has continued to grow and in spite of the fact that many of our members have left us in order to serve in the armed forces.

"The enthusiastic drive for new members on behalf of our Membership committee has more than recovered our losses, and we are showing a nice increase instead of decrease on our roster.

"It too has been agreed upon by our members that our club should at all times maintain the best appearance possible, and much has been done to improve our property for the comfort and enjoyment of our members as well as for its appearance.

"We have organized bowling leagues in which the members and their wives are participating. This has been successful beyond our expectations; exhibited by the fact that we have a league consisting of some 24 teams.

"Wednesdays have been set aside for 'Family Day'; the ladies playing golf in the morning, the men in the afternoon and a buffet dinner is served that evening. This is the only thing we have done to promote golfing activity in our efforts to comply with the O. P. A. and the gas rationing regulations."

Expand Activities

★ Another thing many clubs have learned during the war years is that the family now places the country club higher than ever before in its recreation plan. Nobody has come up with an explanation for this. It is suspected by some that the high pressure and worry of wartime conditions and the upsets in domestic management have directed people toward the country clubs to get into an outdoor atmosphere of temporary escape and rebuilding.

Numerous clubs that never before kept open in the winter this past winter kept a man or two at the clubhouse, a few logs in the fireplaces and catch-as-catch-can sandwich service, and made the clubhouses popular social centers for card games and winter sports on the course or skating rink.

J. D. Murphy, pres., Butte (Mont.) CC tells of the exceedingly active situation at the Butte club:

"The Butte CC is in excellent condition, having about 400 members, plus 55 members in the armed forces. Last year we had the finest golfing season ever witnessed in Butte. More games than ever before were played on our beautiful 18-hole complete grass golf

(Continued on Page 40)



“**W**OW! Listen to this—

The PGA winter tournament tour
sold \$20,000,000 worth of War Bonds.”

“Yes, I know. While twenty million’s
a whale of a lot—that’s only *part* of golf’s
effort. Other tournaments, exhibitions,
Red Cross benefits, total millions more.”

Further Important—the boys in the service are asking for golf
equipment—and *getting it*. Let’s continue to give our fighting men everything
they need and want—equipment to fight with, and equipment for diversion—so
they’ll be able to fight *better*, get it over *quicker!* And, we must
KEEP ON SELLING WAR BONDS—KEEP ON BUYING THEM!

MacGregor

THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

CRAWFORD, MACGREGOR, CANBY CO., DAYTON 1, OHIO

CLUBS TELL HOW THEY ARE DOING

(Continued from Page 13)

course. We expect an even livelier season in 1944.

"Our club facilities are in excellent shape. We have a fine swimming pool, two tennis courts, well lighted, where games can be played in the summer late into the night. We have a well appointed clubhouse with all the necessary conveniences. This winter our members and their families enjoyed our club nearly as much as in the summer time, due to the fact that we have an excellent ice rink, well lighted and equipped with 'Juke-Box' music. Each day and night skating was enjoyed and several evenings large skating parties were held, thus making our club an inviting all-year around place. Our winter activities proved as profitable as the summer ones.

"We are now in the midst of a campaign for the gathering of old golf balls to be sent in for reprocessing and we feel that these efforts will result in our members being provided with golf balls for this season's golf."

Soldier Help on Course

★ If your club has struggles to keep itself operating you may be cheered up by the experience of the Rancho Santa Fe (Calif.) GC, which has about every problem in the book but continues in good shape.

Despite the club's problems the members think of the servicemen first, providing free loan clubs and balls. When the uniformed guests enjoy themselves the Rancho Santa Fe members figure that they themselves are getting a bonus from their golf club expenses.

The club does something that other clubs can do in engaging soldiers or sailors for course work when the men have free time and arrangements can be made with nearby Army or Navy authorities. In many places the Army and Navy officers are eager to make these off-time employment opportunities known to men, and the men frequently are eager to earn the extra money and to get a change of scenery.

J. A. Lancaster, pres., Rancho Santa Fe GC, tells of the club's wartime operations:

"Our problems have been acute and numerous. First, labor shortages. Our help has been attracted by higher pay or has been inducted into the Army, and all we have left of our maintenance crew is our greenkeeper and one old man for raking traps and doing clean-up work around the tees and greens. We are able occasionally to get some soldier labor and during the summer and on Saturdays

and holidays get some high school boys. But we have gotten by, and our course is really in excellent condition. We have a complete clubhouse crew of women, except for locker room clean-up. We have no pros as both our pros have gone into military service.

"Our second big problem is revenue. We are 25 miles from the nearest city of any size and gas rationing has cut down our regular play substantially.

"Beginning December 7th, 1941, we have extended the privileges of the course without any charge to all enlisted men and non-coms in all branches of the services. We even furnish clubs and golf balls free. This, we believe, is a service unique among golf courses in the United States. It has brought us considerable officer play for our regular greens fee charges and this extra play, together with the clubhouse profits, has offset substantially our drop in normal revenue.

"We have promoted and encouraged small tournaments for military personnel at U. S. Marine Base, U. S. Naval Training Station, Camp Elliot, Camp Pendleton and Camp Callan, all located nearby. This additional revenue plus our lower operating costs has made it possible for us to keep going but it has been a real struggle."

Problems, Solutions, Differ

★ Drastic reductions in clubhouse social and food operations have been found advisable at some first class clubs although the usual thing is to keep the clubhouse going to the fullest extent permitted by help and rationing.

At Happy Hollow club, Omaha, Nebr., the club has gone as near as possible to a 100 per cent golf club basis, and with satisfaction to its members.

Pres. Allen E. Cope of Happy Hollow tells of the club's operation:

"I think our club has done just about what many other clubs in these times have found it necessary to do. We are fortunate in being able to meet our obligations and, most of all, keep our golf course in first class condition.

"We have many new members this year: Several among the military for whom we have made a special rate of \$10.00 a month, during the time that they are in uniform and/or among us.

"We have discontinued all social activities at the club and discontinued the dining room and the help that goes along with the maintenance of these two departments. We keep our grill open, and

(Continued on Page 42)

GET THOSE USED BALLS IN EARLY FOR REPROCESSING