



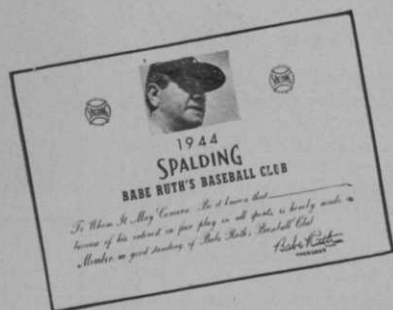
When
G. I. Joe
"Holes Out!"

Americans are the best dressed, best equipped, best fed and best paid military men in the world. When "G. I. Joe" holes out from his present game, you can know he will want the best in everything. Your Pro-Shop should be ready to serve him, in the post-war period, with the Walter Hagen Line, ultra in golf equipment. We're making major plans to please golfers everywhere.

L. A. Young **GOLF CO.**

Makers of the Walter Hagen Line - Ultra in Golf Equipment
GRAND RAPIDS MICHIGAN

YOUR CHANCE TO SCORE WITH THE BABE!



**FREE! Certificate of
Membership in Babe Ruth's
Own Baseball Club**



**FREE! Spalding
Sports Show Book**

Handsomely printed certificate and attractively illustrated book full of unusual sports facts. Given free to all kids who write in to the Babe, or direct from Spalding dealers. Be sure to have a supply on hand. Featured in advertisements and on the air.

ON THE AIR

“HERE’S BABE RUTH!”

Every Saturday Morning

NBC . . . COAST-TO-COAST

138 STATIONS

● Yes, Spalding’s on the ball with this great radio show that makes Saturday morning a big event for the young fry—from seven to seventy. Here’s a lively bases-full air show where the “team” gangs up on the Babe with over-the-plate questions. And how the Babe bats back the answers! For kids . . . with kids . . . by kids . . . “Here’s Babe Ruth!” is aimed for a direct hit with your best Spalding customers—no age limit to enjoyment!

A. G. SPALDING & BROS. • Division of Spalding Sales Corporation

SPALDING

Sets the Pace



in Sports

Marines Establish Beach Head on Postwar Golf Boom

By CORP. ERNIE HARWELL

A FORECAST of more and better golf after the war could be partially founded on activity in the game at the Marine Corps training base, Camp Lejeune, N. C. Camp Lejeune's attractive 18-hole layout, Point Paradise CC, provides attractive and economical recreation for the base's thousands of men and women trainees.

Only prerequisite for a tour of the well-manicured course is a Marine identification card. Membership in the club and use of all its facilities are free. A group of three professionals is on duty to give expert instruction without cost. If a player has no clubs he can take his choice from more than 300 sets, also without fee.

Despite 20-mile training hikes under full pack or tiring days of mock assault landings along the nearby beaches, the course has never lacked players. And on weekends it is crammed. During May, 4,452 golfers played 18-hole rounds. The monthly average is well over 2,000 for the year in which the course has been operating.

The sport has gained at least 5,000 new enthusiasts in the past nine months, according to Master Technical Sergeant Allan J. Burton, of Chevy Chase, Md., the club's energetic professional. Before he enlisted with the Marines in December, 1942, Burton was professional at the Army and Navy CC in Washington where he used to straighten out drives for Adm. Ernest J. King and demonstrate to Army Lieut. Gen. Omar N. Bradley a surefire method for dropping putts.

After helping construct the course, Burton offered instruction to all hands. They took him up on the offer—in droves with much brass and braid intermingled with the stripes of enlisted men. He taught classes and gave individual instruction, often holding 15 to 20 sessions daily.

As membership in the club and interest in golfing grew, Burton was given help. Sergeants Andrew L. Butcher, of Roanoke, Va., and Denzel Blair, of Huntington, W. Va., are his assistants. They are now introducing the game to an average of 16 initiates a day among the base's constantly changing personnel.

Burton says members of the Women's Reserve are his most apt pupils.

"Women, in general, have more rhythm and a better sense of timing than men," declares the mentor who in civilian days had coached Mrs. David Clark, of Washington, to the Virginia State and Middle Atlantic titles.

"In addition, this natural sense of timing has been developed to an even greater degree by their close order drilling, physical exercises and other training activities.



Official USMC Photo

MARINE'S PRO

Master Tech. Sgt. Allan J. Burton, formerly pro at the Army & Navy C, Washington, D. C. heads pro staff at Marine's Camp Lejeune, N. C., where golf has gained 5000 new enthusiasts in the past nine months.

They seem to catch on quickly. A number of them should become better than average golfers."

Women Marines receive lessons regularly twice a week. Enlisted and officer



Each Time Fighters Hear a Walkie-Talkie...

Each time the antenna of a walkie-talkie sends out its crisp battle message, that antenna is an unspoken pledge of finer, more playable golf clubs after victory.

For, from the fabrication of walkie-talkie antennae for our armed forces are coming new and better golf clubs by BRISTOL to add new thrills to the favorite sport of thousands when the war is won. Here's the reason:

When America entered war, BRISTOL immediately turned its long, pioneering experience as steel golf shaft and club makers into the

manufacture of many essential fighting materials, among which are walkie-talkie antennae.

Now, in turn, from the building of these antennae, BRISTOL is acquiring valuable new experience and skills. Thus, with the peace, you may expect quickly from BRISTOL brand new golf clubs of even higher quality than those favorites of yours which bear this famous name.

Bristol
THE HORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT

★ PEACETIME PRODUCTS ★
FISHING RODS, LINES, REELS, GOLF CLUBS

personnel take their instruction on a "catch-as-catch-can" basis, sandwiching golf among regular duties. The three pros also teach the wives and children of men stationed at the base.

The Lejeune links was designed by Fred Findlay, greenkeeper at the James River (Va.), and Richmond (Va.) country clubs. Its construction was supervised by Marine First Lieut. George W. Cobb, a golf and landscape architect from Savannah, Ga.

Lt. Horton Smith of the Army Air Forces, and two Marine major generals, Kellar E. Rockey and Seth Williams, helped inaugurate the course September 6, 1943. Lieutenant Cobb was the fourth member of this initial foursome.

Although it didn't need a shot in the arm, golf interest at the base was heightened last spring with an exhibition by Gene Sarazen's clever troupe which included Joe Ezar, Kay Byrne and Katherine Fox. They played to a gallery of 1500 Marines.

To insure year-round play, the fairways and greens are carpeted in the summer with Bermuda and in winter with Italian rye. The trying traps dotting the course are filled with sand from Onslow Beach where Marines practice assault landing technique.

Competition Is the Life of Golf

By GENE O'BRIEN

WITH THE UNLIMITED opportunities to come in the post-war period, now is the time for all good pros, promoters, and club officials to come to the front with a sound program to be put into use when Johnny comes marching home.

There are literally hundreds of golf features to entice Dad, Mom, and Junior to the course. To think that your members play golf for purely the exercise they derive is pure folly. It is this complacent attitude which put many a club on the red side of the ledger. Give your club members the real incentive by introducing a continual season of competitive play. This takes work, of course, but how else can you keep a club on the good side of the ledger?

While waiting for a greeting card from Uncle Sam, I figured that if I weren't called in two or three weeks, I could promote a system of continual match play for the boys I proed previous to my call. This I thought would keep a little fire burning during my absence. In three weeks I introduced and put into use a Merchants' Golf League. I have one league in operation and have almost completed a second. Using a Sponsor Entry Fee for

prizes, I hit a number of birds with one stone—such as excellent merchandise prizes for good interest, advertising for the merchants, and seven weeks of golf competition.

This League idea has in three weeks changed the golfing situation in Hutchinson, Kan., from fair to very good, and does, as I thought it would, promote enthusiasm and interest which are the two keys to promoting a successful club.

If it is possible to organize a successful local Merchants' golf league, then it would be possible to organize a nation-wide golf congress on the same principle as bowling. And who will deny the fact that bowling isn't a success? The reasons are obvious. First it gives the bowler a competitive interest. Second, a sense of being a part of something that he can actually engage in. These are just two reasons. There are many more. And remember this, when a bowler bowls, he does it in a bowling alley. When a golfer golfs, he goes to the golf course. It's up to you and me to get the golfers interested, and now is a very good time to be doing a little thinking on the subject. If the pro, directors, and tournament committees don't put their heads together now to lay out plans for the post-war period, it may be a case of too late and too little for holding your membership.

I have learned from experience that every golfer enjoys very much the chance to try and beat his buddies, with proof of a trophy or prize to show for it.

I have outlined only one method of continual match play. There are many more. There are too many cases where golfers have had to depend entirely upon themselves to enjoy the game. In these cases the club is losing. It is our job as pros, promoters, and club directors to see that the competitive interest of our particular membership is continual.

TEACHES CONVALESCENT VETS—

CPT Times of the Army Air Forces regional hospital at Salina, Kans., carries a front-page story on Pfc. Joel Bennett, former pro, teaching golf to convalescent patients. Lessons are given at the Salina CC. Mike Murra, pro at Wichita (Kans.) CC furnished the clubs and balls being used. The Smoky Hill Army Air Field paper also gives the hospital's golf an illustrated story, one of the illustrations showing convalescent soldiers taking calisthenics with golf clubs. The exercises are based on correct movements in the golf swing. The Salina club has play of about 20 non-hospitalized soldiers on weekdays and gets as many as 100 on weekends.

GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

IT'S EASY TO DO—TURN IN THOSE OLD GOLF BALLS TO YOUR PRO . . . GET FIRST CLAIM ON REBUILTS . . . A FEW OLD BALLS FROM YOU . . . AND A FEW FROM THOUSANDS OF OTHER PLAYERS MEAN HUNDREDS OF THOUSANDS OF GOOD BALLS THAT CAN SAVE THE LIFE OF GOLF.

Golf is Part of America's Future

THE basic idea of golf and all sports is to provide healthful recreation for those who want to play.

That the war has given an added significance to sports and made them a must for combat training and an essential in keeping fit for war production has not altered in any permanent way this basic purpose!

By keeping golf flourishing during this period, serving the nation's purpose in war, we may expect to see a broader voluntary enthusiasm for this sport as a means to physical fitness in peacetime as well.

There could be no greater benefit come to the people of the United States out of this war than that our people as a whole should learn to look upon golf

August, 1944

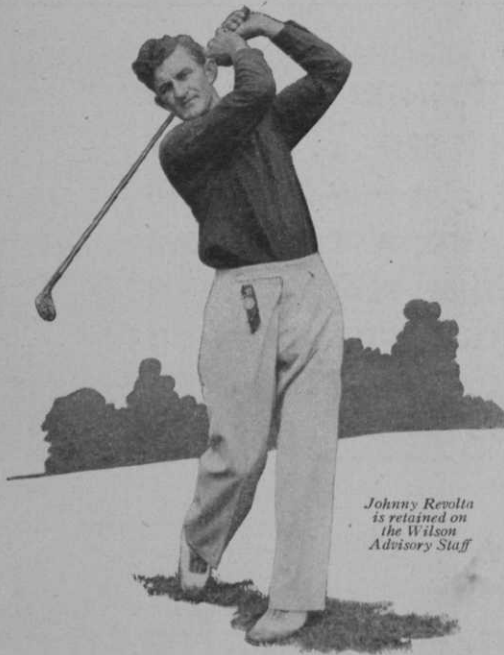
and other sports as pleasant recreation in which every man, woman and child should participate as a *privilege of right living.*

From this viewpoint it becomes more than ever the duty of every golfer to see that used golf balls are turned in to his "Pro" for rebuilding, so that he, himself, and everyone who wishes to play, may have the benefits of the game during wartime and may keep up an interest in continuing the game when peace comes. Golf ball rebuilts can help rebuild the physical fitness of the Nation.

President

Wilson Sporting Goods Co.

Golf Hits Great Wartime Stride



*Johnny Revolta
is retained on
the Wilson
Advisory Staff*

Women's Western Open Championship ends in one of the greatest finals matches ever played in the United States.

Chicago Victory National Open produces a record 64 performance.

Brooklyn policeman turns in a par 71 in the M.G.A. at Larchmont, New York.

Going is good in the revived Metropolitan Golf Championship at Sleepy Hollow, Scarborough, N. Y., suspended in 1941.

Proceeds from many tournaments are going to the aid of war service organizations. The Victory open in Chicago garnered a tidy sum for the recreation funds of hospitalized service men of World War II.

At Heather Downs on June 26th, the Toledo District Golf Association, the Toledo Chapter of the P.G.A. and the Toledo Public Golfers' Association sponsored their annual tournament for the benefit of war prisoners of the 37th Division.

Yes, golf—the grand old game—is doing its part in the war effort.



This fellow can save the game. No matter how badly battered and cut, turn in every used golf ball. It's the rubber core at the center, undamaged, alive and good as ever that will make a sound "rebuilt" and contribute several more rounds to the total of 1944 play. The production of thousands of Wilson "accurated" rebuilds does not interfere in any way with our production schedules on Crash Helmets, Camp Cots, Aviator Kits and other war equipment. Since December 25, 1943 the Army-Navy "E" pennant has floated proudly over the Chicago plant of Wilson Athletic Goods Mfg. Co. And only recently a white star has been added to signify that we continue to meet the test.

IT'S WILSON TODAY IN SPORTS EQUIPMENT

GOLF in the WAR



Patrick Henry, '44



He doesn't wear satin knee britches and pumps with big, shiny silver buckles. There's no powdered periwig on his head as was common in colonial days.

Patrick Henry of 1944, and there are millions of him today, is out there on the field of sports. His periwig is likely to be a football helmet, a baseball cap or a thick thatch of unruly hair. And his love of liberty may be expressed in sharp drives, in backhands or in base hits.

Perhaps you haven't thought of it this way, but in our American com-

petitive sports you have the finest exhibition of Democracy in Action since the days of the immortal patriot, Patrick Henry.

As these free-born youth of America meet in our vigorous combative sports they develop the initiative, courage and self-confidence of free men. They experience the privilege of unshackled ambition—of going as far as their strength, speed and skill can take them—without fear or favor. They learn the true meaning of independence, with due regard for the rights of others.

This is Democracy at work—the true American way—enjoyed in the U. S. A. as in no other land in the

world today. And you may be mighty certain of this: these American youth of ours—who live and breathe Democracy on our fields of competitive sports—will never willingly yield this freedom of action—this freedom to fight for any goal to which they aspire.

As mature men—our future leaders in business, industry, science and government, they will form a mighty barrier, millions strong, against which any form of radicalism—any form of regimentation which seeks to undermine the American Way of Democracy—will beat in vain.

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

Wilson

SPORTS EQUIPMENT



IT'S WILSON TODAY
IN SPORTS EQUIPMENT

★ This is the third of the new series of Wilson messages to the nation discussing the vital importance of America's sports to the future of our country

Greenkeepers Lauded for Hospital Greens Work

APPRECIATION of the putting greens installed at the Downey hospital, Great Lakes, Ill., and at the Edward Hines hospital has been expressed officially to the Chicago District GA for financing these recreational facilities for hospitalized servicemen by the Victory National championships. The expressions of gratitude have been relayed to the Mid-West Greenkeepers Assn. by Lowell D. Rutherford, pres., CDGA for the greenkeepers' vigorous and unselfish sacrifice of time in constructing the putting areas.

Ray Gerber, pres., together with Bill Stupple, Frank J. Dinelli, John MacGregor, Gus Brandon and Fred Ingwerson of the Mid-West association have been sent copies of letters received from

Charles G. Beck, manager of Hines Hospital and Col. Delmar Goode of the Downey establishment.

"While the Mid-West Greenkeepers Assn. did not formally appear as a sponsor of the Victory Golf Championships," L. D. Rutherford stated, "their cooperation and assistance in providing golf greens at both Hines and Downey has been most noteworthy."

Among those participating in ceremonies conducted at Downey for the official opening of the greens were L. D. Rutherford; Col. Delmar Goode, commanding officer of the hospital; Ray Gerber; W. P. Kleuskens, Cook County Commander, American Legion; Mrs. Frank Yarlone, Bundles for America; Miss



This galaxy of golfing talent was part of the ensemble which opened the new golf green at Hines hospital, west of Chicago, one of the installations financed by the Chicago District GA and Illinois PGA, and constructed by Midwest Greenkeepers' Assn. members... L. to R.: Mike Stolarik, Lt. Patty Berg, Byron Nelson, Babe Zaharias, George Dawson, Craig Wood, Sam Byrd, Catherine Fox, Phyllis Otto, Marjorie Row, Dorothy Germain, Jeanne Cline, George Tainer.