

PROUDLY IT FLIES

• In recognition of our company's part in producing stocks for the famous army carbine and special parts for tanks—as well as golf clubs and Louisville Slugger Bats for Army and Navy recreation programs—Hillerich & Bradsby has been awarded the coveted Army-Navy “E”. This message is our “thank you” to Uncle Sam and a further affirmation of our consecration to the job of winning the war.

HILLERICH & BRADSBY CO.
Louisville 2, Kentucky



To the men and women of Hillerich & Bradsby whose efforts have been recognized by the War Department go the heartfelt thanks of a nation whose young manhood is making the supreme sacrifice that freedom shall not be lost to the world.



HOME OF
LOUISVILLE POWER-BILT GOLF CLUBS
LOUISVILLE SLUGGER BASEBALL BATS

Mary Lou Laird, American Women's Voluntary Services; Stanley Van Dyk, American Legion; and Eddie Bush, sec., Illinois Section, PGA. After the ceremonies, Chick Harbert, Babe Zaharias, Patty Berg and Johnny Revolta played an exhibition match for the hospitalized patients.

The afternoon following the Downey green opening a group of golfers including Sam Byrd, Byron Nelson, Chick Harbert, Craig Wood, Gene Sarazen, George Dawson, Mike Stolarik, Tommy Armour, Harry Cooper, Babe Zaharias, Patty Berg, Dorothy Germain, Catherine Fox, Jeanne Cline, Georgia Tainter and Marjorie Row gave a shot-making exhibition for the patients after opening the putting greens at Hines Hospital.

Charles G. Beck, manager of the Hines hospital, in letters to M. G. "Scotty" Fessenden, ex-pres., CDGA, declared: "I want to thank you and the Chicago District GA for the enthusiastic interest you have

shown in developing additional recreational facilities at our hospital. My contacts with you and others of your committee as well as the brief contact with the golf stars who were here the other day cause me to believe that there are a lot of swell people in the golf business. It was a good show and a number of patients have expressed to me their appreciation for having had the opportunity of attending. It gave them the first chance in their lives to see some of the top-notch golfers. They are also looking forward to the time when the putting green will be in use. I know it will provide many hours of pleasant recreation and diversion. I hope from time to time you will have the opportunity to get out and see us, and I know that after the green is in condition to use, you will be anxious to learn from our own observation the extent which the patients make use of it."

Plan Now for Season-end Golf Ball Collection

C CLUB OFFICIALS and pros are advised that today is not too early for beginning to plan end-of-season collection of used balls for remaking during the winter. It is pointed out by ball manufacturing authorities that in some areas now the shortage of well reconditioned balls is acute because used balls were turned in as late as May, June and July this year after being held in players' possession through last winter. Labor shortage at the plants of responsible ball makers has made it impossible to remake and return balls fast enough to care for the demand.

The 1945 season will be the fourth in which no new balls have been made. Salvage possibilities of the used ball stocks are diminishing rapidly. The overall salvage percentage has been reduced to about 80% of the balls turned in. Grading of the balls is being maintained on a firm basis by leading manufacturers with the result that the better grades of reconditioned balls are diminishing in percent faster than the general supply.

Failure of golfers to keep the stock of used balls in fairly good condition, going through the reconditioning process has been a factor in reducing the supply of the better grade of remades. Turning in the balls only after they have been hacked deeply requires use of much material in reprocessing. This material has to be obtained from other used balls, hence the badly damaged balls sharply reduce overall stocks that can be returned to the market.

What club officials and members usually don't know about the ball reprocessing procedure is that balls turned in through pros are graded carefully by leading established ball makers with brand reputations to preserve and that shipments of reconditioned balls are made in ratio to the grades turned in. This procedure usually assures the pro patron the best available reprocessed balls but he upsets the procedure when he is tardy in turning in used balls and wants a supply of reconditioned balls quicker than manufacturing facilities permit. Then he has to take anything that's on hand, and is lucky to get it.

What has messed up the used ball situation to a marked degree is the reprocessing done by hit-and-run reprocessors who have used string, yarn or other non-elastic material in rebuilding cores to size. The covers are moulded on and repainted and the victim doesn't know from the looks of the outside of the ball how he's been gyped. Now that discovery of such practice is becoming more extensive the golfers are seeing the wisdom of turning their used balls into pros for reconditioning and return by the reliable ball makers. A smart idea for the pro who wants to speed up ball collection and get old balls turned in for winter reconditioning would be to put in his shop a display sign showing the inside of one of the gyp-reconditioned balls and wording emphasizing the good judgment of turning in balls early for correct reprocessing by reliable companies.

Ball manufacturers assert they have been conducting the reprocessing business



"Never in my entire life have I seen anything in golf quite as amazing as the consistent wins of Nelson and McSpaden!"

"You can say *that* again! As a sample of what they've done all winter and summer, just glance at last month's record!"

One month's record! July 3—Jug McSpaden won the Victory National Open in the playoff after he and Lt. Ben Hogan tied for first. Byron Nelson finished third. July 9—The Nelson-McSpaden team captured the Golden Valley four-ball match play crown. July 23—In the Utah Open, McSpaden broke the course record by two strokes to edge a win over Nelson. August 6—Beverly Hills Open—Nelson won first, Tony Penna second, McSpaden third. **And while you're at it, note another amazing fact:** Every one of these players—mind you, *every one*—uses Tourney* clubs. That's about all that needs to be said regarding Tourneys, isn't it? Except, perhaps, that Tourneys are pro sold *only*.

MacGregor

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TOURNEY, T. J. Mack, Reg. U.S. Pat. Off. • Players wear Tourneys • Club M. G.



"No — *Nothing* can distract Herbert when he's reading TRUE." (One of the great family of Fawcett Publications.)

at substantial losses which they regard as unavoidable in maintaining golf play. Prior to this year's general awakening of the golfing public to the critical golf ball situation there was some talk that the headaches and losses involved in ball collection and reprocessing couldn't be continued even for postwar market preservation, unless golfer cooperation increased. But that note no longer is present. The public got busier in returning balls. It had to, or it wouldn't have been able to play.

This year, so far, indications are that golf play is quite a bit ahead of last year, due to necessity of balancing the strain of years of high-pressure war work, more money in circulation, and the ability to get reprocessed balls.

Talk and research about synthetic golf balls continues, but despite what effort can be devoted to synthetic golf balls by scientists to whom a synthetic ball is an unimportant sideline in wartime, there is no indication that a synthetic ball will soon arrive to ease the urgency of used ball collection and reprocessing.

Leading manufacturers opine that it will take at least a year after the war in the orient ends to get rubber for renewing the manufacture of new golf balls. So the used ball collection and reprocessing job is becoming increasingly serious notwithstanding war news favorable to the Allies.

Tardy awakening by players flooded the ball manufacturers this past spring just as the heavy season's play was getting under way. The ball makers are having their troubles in maintaining experienced crews of reprocessors. As a result, deliveries of reprocessed balls have been considerably delayed during the period of greatest need. Failure to appreciate last fall the growing seriousness of the ball situation has caused many clubs and players to worry plenty about their stock lasting through this season. Failure to exert every effort in collecting and shipping balls this fall will be courting real trouble next spring.

Consequently, club officials and pros had better make sure this fall that all possible balls are collected from their members for reprocessing before the members leave the clubs.

JOHNNY COGHILL WOUNDED — Johnny Coghill, 1st Lt. of an infantry outfit, and son of Bert, widely known owner of Chicago district fee course, was wounded in action in France, July 14. Lt. Coghill's injuries from machine gun fire included a broken arm, punctured lung and fractured ribs. He's convalescing in England. Bert's son Lt. Dee Coghill, is a paratrooper now in New Guinea.



DO THIS *Now!*

and cinch your supply of
GOLF BALLS
for 1945

**Don't repeat the mistake of waiting until spring
to bear down on used golf ball collections**

Whether your golf ball situation next season is the same, better or worse, depends on how much drive you put into your used ball collections between now and the end of this season.

Certainly, the past year taught that waiting until spring to put on the heavy pressure cut down returns, delayed the ball makers schedules and return shipments, and reduced pro shop sales.

You did a grand job in rounding up used balls this spring. But, it flooded the manufacturers at a time when the season was opening and everyone wanted his reconditioned balls "tomorrow, or sooner".

Plainly, the best time to get the most used balls with the least effort is when the players are nearing the close of the season. And, late fall and winter gives the manufacturers the unhurried time they need for reprocessing.

Yes—your players will have to make reprocessed balls do again next season—or do without. So, we urge you to start driving hard for those old cuts right now. Do this and you'll cinch your supply for 1945.

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The great Babe greets a future great.

Babe Ruth is more than an institution; more than a monument to American sport. To the kids of America, the Babe is a legendary figure.

Ruth's popularity, years after he made his amazing records, with youngsters who never saw him smack a homer, is unaccountable. But the fact remains. There probably isn't another baseball personality, in or out of the game, who's got the kids on his side, like Babe Ruth.

It's no easy job to live up to kids' ideals, but Babe does it—with gusto.

And so, while the Babe for most of today's sand lotters is a legend, whose miracles on the diamond occurred before they can remember, nevertheless he is a very King of the diamond as he comes to them, via radio.

Last season A. G. Spalding & Bros. Inc. presented Babe Ruth on a radio program devoted to kids.

It was an instantaneous hit with the kids, and with oldsters, too.

This year, the team of Ruth and Spalding is going "all out" even more ex-

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EXPERIENCE

in Postwar

Jacobsen Lawn Mowers

Jacobsen Lawn Mowers have demonstrated their dependability and quality through quarter of a century of service. Of course, there will be improvements in postwar Jacobsen Mowers, but they will be based on sound, specialized engineering experience, pioneering leadership in mower design and construction.

Jacobsen engineering skill has proved itself anew in war work, building thousands of engines for drastic military service. After peace, Jacobsen will continue to be America's standard of value in hand and power lawn mowers.

Jacobsen
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tensively. The new radio show, "Here's Babe Ruth!" steps up to the plate on Saturday morning, July 29th—and every Saturday morning thereafter for the duration of the program, over the entire NBC network, coast-to-coast, over 138 stations. There will be practically no section of the country where folks can't tune in the Babe. As before, the famous radio announcer, Ben Grauer, will umpire for the fifteen minutes of the program, and serve as general liaison man between Babe, the kids, and the listening audience.

Each week there will be a different "team" of kids in the NBC studio in New York, and they'll hurl some very fast questions about baseball at the Babe—who will do his darndest to bat back the right answers—and how.

The Babe will present famous baseball guest stars and Spalding will present prizes each week for the best baseball questions sent in by kids listening to the show.

Metalsalts Plans for Postwar Expansion

The Metalsalts Corporation of Paterson, New Jersey, producers of redistilled mercury and mercurials, has just acquired the tract of river fronting land adjoining its present plant. The additional property is to be used for expansion purposes in the postwar schedule of the company. The plans for new products, additional employment, and expanded selling efforts have already been drawn, according to Mr. William Stieh, president of the Metalsalts Corporation.

Improve Pro Teaching

(Continued from Page 12)

founded on his reputation as golf authority, which, in turn, is founded on the man's results as a teacher of golfers. We have seen the pros' merchandising position weaken before store competition as the pros' hold as effective instructors weakened. After the war there will be energetic efforts made by chain stores and individual merchants to cut into the share the pro expects of postwar golf equipment business. And unless the pro in most cases qualifies himself a whole lot better as an instructor this competition is going to reduce the pro job almost to that of a caddiemaster or shop boy.

Much in this article I know will be offensive to smug pros. Some of what I have written will, of course, be subject to competent debate. Some of the self-satisfied know-it-alls will say I am only a sour old curmudgeon muttering into my long gray beard. Still others will ques-

tion my judgment in washing our instruction linen where the public may see the laundry.

But I hope that what I have written will jolt all the pros. Unless the standard of pro instruction is raised to a much higher general level in this country, pro golf as a career for a man who wants to live on a good American standard is in precarious condition.

Acushnet Awarded Fourth Army-Navy "E"

For a splendid production record equalled by only a few war plants in the country, the Acushnet Process company has been awarded its fourth Army-Navy "E" Award, it was announced by Under Secretary of War Robert P. Patterson. This fourth award is a third star to be affixed to the "E" banner.

Since 1936, when the relationship between the Chemical Warfare Service and the Acushnet Process Company began, this plant has produced consistently for the Boston Chemical Warfare Procurement District. In addition to war material for the Chemical Warfare Service, this company manufactures war items for other branches of the Army, the greater percentage, however, being for Chemical Warfare. Indeed, Acushnet is one of the most outstanding plants under the jurisdiction of the Boston Chemical Warfare Procurement District and is widely acclaimed for its production of rubber component parts for the gas mask. Acushnet was one of the pioneers in the development of the gas mask, and Acushnet and its ingenious president, Philip E. Young, are responsible for the development of the first fully-molded rubber facepiece, the forerunner of the modern Army service mask issued to all G.I.'s.

Through the years, Acushnet has continued to maintain its high record of achievement and in November 1942 received the Army-Navy "E" Award. This banner was augmented approximately six months later by the first Star Award and in January, 1944, by the second Star. In winning a fourth honor, today, Acushnet has won a distinction held by a very small number of war plants. Only three percent of the war factories in the country have won the "E" banner, and Star Awards are correspondingly fewer.

Acushnet Process Company is one of the first, in over one hundred plants producing for the Boston District.

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Victory Gardens Show Clubs Wisdom of Thrift Policy

By DON YOUNG

IT BY NO MEANS requires a philosopher or an authoritative commentator to prove that the world and its affairs are conducted on a continuous 24-hour swing shift of direct opposites. History bears us out in this by recording the facts that extremely dry weather is usually followed by extremely wet weather, cool weather by warm, feast by famine, and prosperity by depression. Just why this has to be remains one of the mysteries of life. At any rate, we mortals to date have failed dismally at combining the two as a steady diet and prospering on it.

This touch-and-go fact of life has long been recognized by big business and suitable financial arrangements generally are made to meet it. Golf, being still in its swaddling clothes in a business sense, has taken neither time nor trouble to do likewise, having devoted its efforts through good times and bad times to the matter of expansion. Happily the results have been good, but whether they can continue on the same basis through the next decade is questionable.

Unfortunately from a business standpoint, golf is a business at which people enjoy themselves, and as a result a quite pleasantly distorted view of the future is very likely to be seen through the frame of the present. Failure to study this picture more closely and make preparations to meet it can conceivably prove a serious mistake.

Contrary to our original calculations, the war has been a good thing for golf. To a percentage of fortunately-located clubs it has proved a financial boon. This in itself is of no great consequence, but when one finds that the majority of these clubs financially favored by war conditions are draining off a generous percentage of this landfall for future bulwarking, it becomes of great consequence. Such clubs have graduated to the class of sound business institutions.

To other clubs, and in addition to producing thousands upon thousands of new golfers, the war has taught the valuable and to-be-hoped lasting lesson that the average golf plant can be capably as well as efficiently conducted on a much lower budget than has been heretofore deemed possible. In doing so it has been necessary of course to forego many refinements

of operation deemed almost indispensable in the past, and in some departments, particularly greenkeeping, has produced necessarily undesirable conditions that will cost real money to replace or correct. Nevertheless, valuable lessons have been learned in all departments of club operation that should provide a sound basis for post war budgeting.

Draining off of a certain percentage of income for future security is a plan the average golf club could well adopt. However, golf being the peculiar business it is, composed of a comparatively small percentage of large clubs, a comparatively small percentage of small clubs, and a very large percentage of medium-size clubs, and with very little apparent connection existing between any of the groups, this financial bulwarking should hardly prove as beneficial to golf clubs as to the average business.

The depression of the late '20s and early '30s was basically a financial one and through a manipulation of the basic cause was eventually broken. We have of course a number of economists who maintain that this same manipulation foreshadows the doom of all future depressions, but history fails to bear them out. More likely, the true economist, with a thorough knowledge of the past and a firm grasp on the pulse of the present, paints a truer picture. If we are to believe him we can expect a postwar period of prosperity followed by depression—a depression in fact that will sift through any tangible financial setup and get right down to bedrock essentials.

Assuming that these predicted events will eventually transpire, golf would do well to prepare itself to meet them. Most clubs have made, or are in the throes of making, plans for a period of post-war prosperity—but what of the forecasted following depression? Most fortunately, the golf field in general is in an enviable position to benefit immeasurably from preparations for this event even though it may never come to pass. This is due to the fact that during periods of depression there has always in the past been a more or less general migration toward the very basis of life—the land. Fortunately the heart of a golf club is in the land it owns or occupies.

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The Victory garden period might be termed the birth of a new era in golf club operation, if we care to look to the future. A great many clubs have put a spare unused acre or two to work and made it pay real dividends. There is no reason why the idea cannot be made a permanent one, and together with a fairly stable financial backlog present a bulwark to any depression that may envelop us within the next decade.

A number of clubs adopted the garden idea during the depression. In many cases it continued as a part of club operation and paid dividends, not only economically but gastronomically. One club carried the idea further by developing an acre to the establishing of an orchard. Apples, pears, peaches, plums, and cherries were included in the planting. In a few years the orchard was supplying the entire needs of the club's dining room throughout the winter. This was accomplished by a yearly three-day "canning spree" by the club's feminine membership, who never quit until the club's fruit cellar was stocked to the rafters.

It is human nature to disregard fundamentals of thrift to some extent during periods of prosperity, a fact that is especially true in golf club operation. This is not only true of the membership itself but of the management which can see very little sense in the extra work required in maintaining a club garden and orchard when both food and money are plentiful. During a period of depression, however, the mental attitude is entirely different. With club income lowered and course workers wages, never very high at the best, practically reduced by inflation, the club's garden and orchard suddenly becomes not only a source of economical supply for the club's dining room, but is the means of providing the employees' families with a goodly portion of the first requisite of life—food. During low wage periods this constitutes a very important item and quite often is the means of keeping competent help.

There are very few clubs that do not have somewhere on the layout small plots of land that are not in actual use.

Further, the question of postwar food rationing is an unsolved problem as yet. It is a foregone conclusion, however, that America will continue to contribute generously from her breadbasket to help feed the undernourished peoples of war-torn Europe. As a result we here at home will continue to be actually conscious of food supply problems, making everyone's Victory garden of tomorrow as important as their victory garden of today.

And at the same time making your club's garden and orchard one of the club's valuable assets.