

# Congo SUNHATS

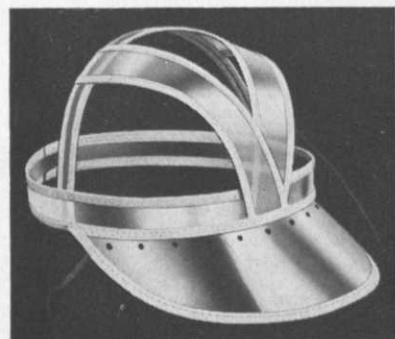
## VISORS and CAPS

"Why Under The Sun Don't You Wear One?"



### KING CONGO . . . No. 2975

Smartly tailored in top quality light weight water repellent material. Steam blocked, flexible multi-stitched brim, made in light tan only. Sizes, 6 $\frac{7}{8}$  to 7 $\frac{1}{2}$  . . . . . Retail \$1.75



### VICTORY . . . No. 525

A new streamlined model made of green transparent acetate with white or tan edging. A novel design with a victory "V" pattern in front. Gives complete air circulation yet holds hair in place. A favorite for work or play. Size adjuster in the back assures a perfect fit . . . . . Retail 35c

**Write for Complete  
Information and Name  
of Nearest Jobber**



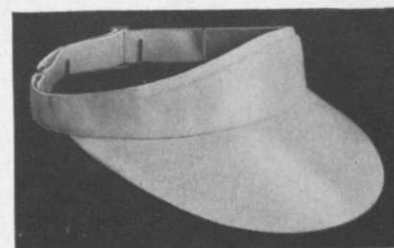
### CONGO . . . No. 2325

The new 1944 model in white duck with airy side ventilators, multi-stitched brim, crown band and transparent green acetate eyeshade in front brim. Small, medium, large and extra large sizes . . . . . Retail 75c



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A smartly tailored cap made of white twill. Equipped with a felt sweat band. A popular favorite of both men and women for tennis, golf and practically all outdoor sports. Small, medium, large and extra large sizes. . . . . Retail 65c



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Made of white twill with padded forehead shield. Adjustable elastic back assures a perfect fit. The perfected tennis visor for both men and women, also practical for badminton, golf and other sports . . . . . Retail 50c

**THE BREARLEY CO., ROCKFORD, ILL.**

*Headquarters for Sunshine Headwear*

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# Don't wait for this to bloom!



You can't count on this rare tree, or any other tree for a fresh supply of golf balls. You can't even count on synthetic rubber for golf balls. But — you *can* count on Spalding! All you have to do is send in your old golf balls, we send back an equal number of reprocessed balls (less rejects) at any time you name!

Guarantee golf balls for your club by acting now. Send in as many as you want, get them back expertly reprocessed the Spalding way. This is the "swap" plan that many pros are using because it means golf balls on hand *when you need them!*

A. G. SPALDING & BROS., DIVISION OF SPALDING SALES CORPORATION

Spalding Sets the



Pace in Sports

**"SWAP" GOLF BALLS WITH**

**Spalding**

**GOLF BALL SALVAGE PLAN**



**FLYER**  
(Pro only)



**WAR-FLITE**



**BOMBER**



**RECRUIT**

# Plan to Protect Golf As Postwar Career

Pro and Greenkeeper Shortage Possible in Game's Postwar Boom, Amateurs Advise Pros.

By **HERB GRAFFIS**

**P**ROS and greenkeepers who have taken full-time or part-time war jobs are, in numerous instances doubtful that they'll return to golf jobs if their present employment can be retained after the war. That is not a promising prospect for golf. Many of these war workers are regarded by their colleagues and club officials as among the best workers in the game.

It will surprise club officials and members to learn that pros in factory jobs often regard these jobs as easier than pro work. The hours are shorter, the duties are clearly defined and simple, the temperamental demands of employers less confusing and exacting, and even with the threat of postwar employment slump, the job looks more stable than a pro job which frequently is dependent on changes in club administrations. Those factors and the steady income offset the monotony and confinement of industrial employment, according to some pros who thought they'd find wartime work in essential industry hard to stand.

And as for the greenkeepers in war factory work they almost invariably find their jobs easier than they had on golf courses. They feel great relief at not being at the mercy of conditions which, when adverse, stir public sympathy for the farmer but mean only trouble, mystery and criticism for the greenkeeper.

Now, with the discovery of the comparative ease of supposedly tough industrial jobs and the wartime revelation that competent pro and greenkeeper services have value higher than even the most knowing club officials suspected, golf begins to see possibility of a postwar manpower shortage.

All signs point to a great growth of golf after the war. But there are not many signs pointing to the availability of manpower of the standard now set by first class pros and greenkeepers. In the possible unemployment situation following the return of millions of men from the armed services there'll undoubtedly be many candidates for jobs at golf clubs. But there are two problems going to be present; one is, will the earnings and job stability attract the type of men needed to maintain the standards the present greenkeeping and pro leaders have established? The other problem is that of training the newcomers.

The greenkeeper short courses have established a successful pattern for training. The pros have depended on the apprentice system. That depends on the ability and character of the man who takes assistants for training. Golf has been very lucky in having a conscientious group of old masters who love the game, know the business, and have implanted these qualities in their proteges.

However, there certainly aren't enough of these qualified veterans and not enough need of assistants to these men, to supply the pro training required to satisfactorily fill the postwar pro jobs.

The PGA began to tackle that postwar problem with measures that took form at its 1943 annual meeting. Undoubtedly one of the most important moves the pro organization ever made was the organization of its National Advisory committee. The committee consists mainly of prominent tournament "angels." It effectively put its capacities to work in virtually saving the 1943-44 tournament schedule by underwriting key tournaments. The committee's judgment and confidence has been justified by the public and financial showing of tournaments that probably would have been abandoned had it not been for these Advisory committee amateurs guaranteeing money required to put on the tournaments.

The committee also arranged for the financing of the PGA tournament bureau by manufacturers' contributions, thus solving a problem that had caused long and heated controversy among tourney and non-tourney pros.

On the committee are Lt. Adolph Bremer, St. Paul; Bing Crosby, Hollywood; Maynard Fessenden, Chicago; Russell Gnau, Detroit; Cloyd Haas, Toledo; Bob Hope, Hollywood; Henry Hurst, Philadelphia; John C. Jester, Dallas; John B. Kelly, Philadelphia; Clifford Roberts, New York; Elmer Ward, Boston; and, as chairman, Thomas G. McMahon, Chicago. McMahon is former president of the Chicago District GA. All except Kelly, who is head of the national physical fitness committee, have been bulkwarks of the pros' tournament business. Crosby and Hope, playing in affairs arranged by the PGA, have been by far the strongest attraction in the pros' highly successful bond sales events.

*(Continued on Page 26)*

**MAKE SURE YOUR 1944  
PRO SHOP BUSINESS IS**

# out in front

**— by getting behind the nation-wide  
drive to collect and reprocess  
used golf balls**

**T**HE seriousness of the golf ball situation has been widely publicized by the daily press and radio from coast to coast. By now, every golfer in the country has been awakened to the fact that his old cuts must be turned in for reprocessing — or be content with swinging at dandelions this summer.

Now's the time for you to follow through. Get your own drive going to collect those hundreds of "un-playables" from your members. The sooner you get them in, the sooner you'll get back your reprocessed balls. It's the man who has the goods who is doing the business these days. Swing into it **NOW**, and get yourself an early priority on a busy season.

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

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

None of the advisory committee members are officially prominent in USGA affairs, which to some, plainly shows that there is room for expansion of the committee.

Having worked out the major problems of tournament preservation in a critical time the advisory committee has begun to struggle with another problem, long and often cited by GOLFDOM as a major need of pro golf.

In the booklet "Golf's Professional Man," the advisory committee presents a primer for educating club officials in what qualifications a pro should have. In some details the booklet also is valuably informative to pros.

Nobody knows any better than the advisory committee members the high annual turnover rate of club officials, hence the necessity for constantly hammering away at this educational program, directed primarily at club officials. The thoughtful businessman, on reading pro qualifications and duties as set forth in the booklet, will be inclined to think that a man of comparable qualifications employed in the businesses of members of the advisory committee, probably would have a salary guarantee of \$10,000 a year.

But, as the book reminds pros; "the club professional should not permit his pride to fan the flames of any delusion that his efforts are more remunerative than they actually are. "This error has occurred much too often."

The booklet is an excellent one as the initial shot of a campaign that should be a contribution to the solution of golf's probably postwar shortage of qualified manpower. However it merely touches in a brief, incomplete reference, the first and most brutal fact of life in the pro business. That is that the pro is expected to make a 12 month living for himself and family out of a business that is active about six months of a year in a market limited by a club's membership (some of which is rather inactive and part of which buys downtown), that doesn't have a merchandise mark-up near that of other specialty goods, and which has many generally unregarded expenses of overhead and operation.

It has been this writer's observation during years of close association with pros and club officials that club officials and members generally expect to get a \$10,000 man for operating a vital department of a business having from \$500,000 to a \$1,250,000 investment and a \$75,000 to \$140,000 annual income, by paying a guarantee of \$2,000 a year plus whatever the man can make in a very tough merchandising situation.

And the funny thing is that the clubs very often get that amazing bargain! One reason the game has kept solid as a wartime service for a nation that needs physi-

cal and mental conditioning is because it has this type of pros. Love is wonderful.

Do you think that the prevailing facts of finance in a pro career are going to attract highly desirable ambitious and otherwise qualified young men golf will need as pros for postwar expansion of golf? Either the financial inducements have to be made brighter and more solid or other aspects of pro golf as a pleasant career will have to be emphasized to provide the game with manpower it'll need after the war.

Leon Kranz, noted physical education authority of Northwestern university, suggested at the PGA annual meeting that the pros give more of their expert attention to the welfare of caddies. The Kranz angle was that much of the physical disability of youngsters disclosed by selective service examinations might have been discovered and corrected by a proper and nation-wide caddie program. The Western Golf Assn. has pioneered in an extensive caddie welfare promotion campaign as an extension of its Chick Evans university scholarship activities.

The Western campaign hasn't had the response it should have in view of the golf clubs' possibilities for helping the kids. Now that the caddie shortage has made it necessary for golf clubs to pay more attention to the kids it may be that the Western campaign, if revived and persisted in energetically, will catch hold. The PGA's caddie committee, under the able chairmanship of Ernie Shave, is qualified to give the caddie welfare campaign the push that it should have to become a substantial factor in national youth aid.

As Kranz has pointed out, a primary and serious defect in caddie operations at most clubs is the kids lurching on a couple of bottles of a soft drink and a candy bar, where it shouldn't be difficult to supply proper feeding for caddies, at low prices.

How far the pros' closer and studied development of caddies will go in training pros for years to come is anybody's guess. It's also entirely a guess how far the veteran's rehabilitation ideas of the PGA will go in training men to fill pro jobs in an expanded market for pro services. Well-intentioned meetings and discussions won't do much. It's a very tough job the pro and greenkeeper national associations have ahead of them in protecting the game and their own memberships against a rush of incompetent men eager to work for low wages, after the war's over.

Due to the performance and personnel of the National Advisory committee to date, the PGA has hopes of establishing and implementing long range foresighted planning. By the engagement of Thomas W. Crane as executive secretary the pro organization is confident that it now can do considerably more to assist its members who in wartime must plan for the game and for their future.

# GOLF *in the* WAR

WILSON SPORTING  
GOODS CO.



Chicago, New York and  
other leading cities

## AMERICA PLAYS GOLF

By L. B. ICELY, President

NO ONE has yet tallied up the number of millions of rounds of golf that were played in America in 1943, but, unless I dreamed a lot of what I saw in the newspapers all over the country, there was a lot more golf played than early predictions credited as possible.

Certainly golf has had a tough war-time situation to face compared with some of the other sports... special prejudices that look upon it as a leisurely pastime instead of the great physical fitness contribution it makes to a nation at war... transportation handicaps... golf-club overhead and all that.

However, a game that, in normal years, is played with enthusiasm by millions of people... men and women alike... isn't going to dwindle to any small proportions at the mere threat of a few difficulties. Chances are the predictions of Tom McMahan, president of the Chicago District Golf Association, last spring, were not far afield when he estimated that 30,000,000 rounds of golf would be played in the war-year 1943.

Late in 1942 we heard a great many dire predictions about what would happen to golf in 1943. We haven't heard any such predictions about golf in 1944, except on one basis—the threat of a golf ball shortage. On that score the outlook is indeed becoming grim. There will be plenty of people who want to play and plenty of golf links to play on.

The only thing needed to complete a picture that justifies genuine optimism for the 1944 season

February, 1944

### BE A GOLF PATRIOT!



#### Turn in those Old, Used Balls

• The "Battle of Golf" is on. Shortage of crude rubber or suitable synthetic rubber is menacing the great game. All patriots are called to arms. All men who love the game must go "all-out" in the fight to preserve it. Enlist now—and enlist every pro and player you can reach. Your first attack is on the golf ball shortage. Every last used golf ball must be surrounded, gathered in and sent to the "work camp" for rebuilding. Balls sent to Wilson are given the "accurate" treatment. Bodies are built up and clothed in new covers. Don't wait. Attack now! This is the "zero" hour.

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

## Wilson

SPORTING GOODS

IT'S WILSON TODAY IN SPORTS EQUIPMENT

is for pros and club officials and Mr. John Golfer himself to get those used balls in NOW for rebuilding.

## THERE WILL BE NO SYNTHETIC RUBBER GOLF BALLS IN '44!

Pros and players must turn in old used balls if we are to keep the game going strong.

## Looking Ahead in 1944

The Chicago District Golf Association will stage its annual open tournament in Chicago this year. The District Association will not only again sponsor its Victory National Open, and retain the Pro-Amateur, but will also add an 18-hole Pro-Women's event.

### Golf Keeps Going.

★ ★ ★

The Women's Westchester and Fairfield Golf Association (New York), which abandoned tournament play in 1943, is planning a revival of such competitions with at least one tournament a month in the 1944 season.

★ ★ ★

The year 1943 marked the first time golf was rated as one of the highly popular sports of the U. S. Army and Navy.

★ ★ ★

Golf authorities estimate that more than 50,000 new golfers among men in uniform were introduced to the game this past year by practice ranges and courses at and near camps. Even war and drastic shortages can't keep the great game down.

★ ★ ★

Frank Combs retired to French Lick, Indiana, from a hard life of farming several years ago and took up caddying at a local golf course. He is still doing the rounds of 36 holes a day carrying two bags, at the age of 86! Must be something to this golf game, even for caddies!



**There Are Honest,**  
natural rubber "hearts" beneath  
many tattered and torn golf ball  
covers. Encourage pros and  
players to dig up these old balls  
and to turn them in. Rebuilds  
are the only hope for 1944 play.

**In addition to sports equipment**  
for the Armed Forces and for Production  
Workers, Wilson Sporting Goods Co. is pro-  
ducing large quantities of Crash Helmets,  
Camp Cots, Aviator Kits and other war  
equipment.

### TUNE IN WILSON'S WEEKLY ARCH WARD'S SPORTS PREVIEW!

Every Wednesday  
night at 10:15 P.M.

E.W.T. Over  
Mutual.



**IT'S WILSON TODAY IN SPORTS EQUIPMENT**





# Doing a Tremendous Job

Since before Pearl Harbor we have been championing the cause of America's sports—fighting to have them recognized as a vital wartime asset to our country and our people.

Our new book "The Human Machine at War" sums up that campaign to date—puts it all between two covers in one concentrated, smashing punch. We believed this book would "do the job" for sports, and for you who are so intimately concerned with sports as an indispensable part of the American life we are fighting to preserve.

Over 25,000 copies of "The Human Machine at War" have been printed. We have presented copies

to thousands of important men in government, in the Army, Navy and Air Forces, in industry and sports—and thousands have been requested by sports fans to date.

The response has been amazing. This book is doing a great liaison job for sports. It is converting thousands. It will add further to the conviction, now mounting higher and higher, that America's rugged, competitive sports must be a part of any program designed to train our fighters and our pre-induction youth—and to keep us a physically fit nation in peace as well as in war. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

IT'S WILSON  
TODAY IN SPORTS  
EQUIPMENT

# Wilson

SPORTS EQUIPMENT

Tune in Arch Ward's Sports Preview every Wednesday night, coast to coast over Mutual. See your newspaper for station and time. Sponsored by WILSON.

## Acushnet Process Receives Third Army-Navy E Award

A SECOND white star now adorns the Army-Navy E flag flown by the Acushnet Process Co., signifying that the plant for the third time has been awarded an Army-Navy E for high achievement in the production of war materials.

Announcement of the award, addressed "to the Men and Women of the Rubber Division, Acushnet Process Company," brought a congratulatory message from Robert P. Patterson, Under-Secretary of War.

The Boston Chemical Warfare Procurement District said of the award:

"The history of the Acushnet Process Co. closely parallels the growth and advancement of the Chemical Warfare Service. Therefore, Colonel S. E. Whitesides, Jr., commanding officer of the Boston Chemical Warfare Procurement District, is especially pleased to know that the Acushnet Process Company has been awarded the second star to be affixed to their Army-Navy E banner.

"This company is the first of more than 100 plants producing for the Boston Chemical Warfare Procurement District to receive this award. Moreover, it is one of the few companies in the rubber industry to receive its second star."

Acushnet has been able to fulfill the requirements of the Chemical Warfare Service which have been assigned to it in spite of the tremendously complicated problems faced by all rubber manufacturers by reason of the necessity of converting their processes from natural rubber to the various types of synthetic rubber. There are five main types of synthetic, each type with its own special processing problems.

## MacGregor Cites Victory Habit as War Workers

GOLF pros and club executives have commented very favorably on the holiday greeting card of the Crawford, MacGregor, Canby Co., in which the victory production theme was emphasized. During the annual party for MacGregor employees a telegram received from Mr. Lovett and General Arnold of the Army Air Forces, was read in which they congratulated MacGregor employees on their record in war materiel production.

During the recent exhibit of Army Air Forces Materiel products sponsored by a public utility company and the Cincinnati Area Office, Materiel Command, U. S. Army Air Forces, war products being produced in large quantities by Crawford, MacGregor, Canby Company of Dayton, Ohio, occupied a prominent place in the elaborate and educational display. More

than 100,000 persons visited the exhibit and unusual interest was shown. The display was open to the public for a month every day except Sunday.

## New England Greenkeepers Review Year's Work

NEW ENGLAND Greenkeepers' club, in reviewing 1943 maintenance as a background for this year's operations, brought forth following points:

The average reduction in greens mowing was from four times to three cuttings a week.

In one case mowing greens was reduced from seven mowings to three times a week.

More power mowers were used on greens in 1943 to save labor and they caused physical injury in some instances, especially if the greens were cut when they were wet. Inexperienced help was also blamed for some of this damage.

The most popular height of cut on greens was 5-16 in. compared with 1-4 in. or 9-32 in. in other years.

Fairway mowers were used to cut the tees and the area around the greens at one of the clubs, although there was some damage from scalping.

Tees were not cut as often as usual.

Height of cut of fairway mowers was raised at some clubs and the fairways were not cut so often.

It was difficult to keep the rough cut down properly in the Spring due to heavy rainfall and the labor shortage.

There was a general reduction in the frequency of changing cups, moving tee markers and servicing ball washers.

The fairways and approaches received much less water than usual and in many cases none at all. Weeds increased at some of the clubs on the approaches that did not get the customary watering.

The greens and tees received about one-half the normal amount of fertilizer and the fairways drew a blank at the majority of the clubs.

The reduction in top dressing ranged from 1-3 to 2-3 of normal applications.

The sand traps were neglected at a good many clubs and the cost of renovating may be about the same as ordinary maintenance expense.

There was less large brown patch but dollar spot was rampant. The substitutes for mercury were not effective in combating dollar spot, particularly on creeping bent turf.

The shortage of suitable labor and certain materials plus the severe attacks of dollar spot provided the most difficult problems of the year. The old adage "Two boys are one-half a boy, and three boys are none" was exemplified at more than one golf club.