

GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

GOLF MARCHES ON!

As the season progresses in this year of our greatest war strain, it is evident that golf—because of its value to our nation, will survive all the troubles that have beset it.

Tournaments are in full swing and golf courses, as far as transportation difficulties permit, are well attended.

Even the shortage of natural rubber for golf balls has been overcome by the cooperation of players with regards to sending in old balls for rebuilding.

Golf is an institution in America—a part of the health and relaxation programs of millions of people—and definitely a part of the American way of life. As a part of the war effort, golf is helping to sell millions of dollars worth of war bonds. But, even more important, it is helping to keep the home fires burning—helping to keep the home front physically fit to do its job while the war is being shaped for victory. Golf will con-

tinue to do its part in keeping millions of essential men on their toes during unavoidable strains of switching back to peacetime pursuits during those sure to be interesting days after the war.

Yes, golf *is* important—and has proved its right to a place in the war effort. *Golf marches on!*

President

Wilson Sporting Goods Co.



A WHITE STAR HAS BEEN ADDED!

All who fight for freedom in this great war do not carry guns, throw grenades, drive tanks, pilot planes, man ships or shoot torpedoes. Those who work long and hard, putting their hearts and souls and sweat into their jobs, are fighters, too—fighters also worthy of awards for valor.

Wilson Athletic Goods Mfg. Co., Chicago Plant.



**Backbone . . .
not Wishbone!**



If the Pilgrims and their loyal women folk had had wobbly wishbones in place of their sturdy back-

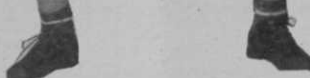
bones; if the backbones of the patriots at Valley Forge had been wishy-washy—America, land of the free today, could have ended in wishful thinking.

But the men who discovered, dreamed, worked and fought to build our great democracy, put their own steely courage into the backbone of this nation. It is backbone that *shows* whenever the chips are down.

You see it in our modern industrial marvels that began in a little iron-founder's shop less than two-centuries ago.

You see it in our scientific miracles—in our agricultural achievements—and in our mighty war effort, today.

Have you considered that the maintenance of America's superb backbone lies in our matchless *youth* power? It does.



Out there on the playfields of our great democratic nation, where our youth—our potential manpower—fight to the last ditch in friendly fierceness, for a coveted goal—in vigorous, man-to-man, competitive sports—the backbone of our nation is renewed and stiffened.

On these battle fields of competitive play our boys and girls, too, learn initiative, courage, determination, fighting spirit, will-to-win despite all odds, tempered with fair play.

And on these fields is inculcated into their minds and hearts an unrealized appreciation of what it means to live in a *free* America. Try to take this freedom of theirs away from them—this personal privilege to think and

dream and do in freedom—to be oneself—to fight for a goal and win it—and that realization will become a living flame. And in this fact is our greatest guarantee that America will continue to be the land of the free.

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

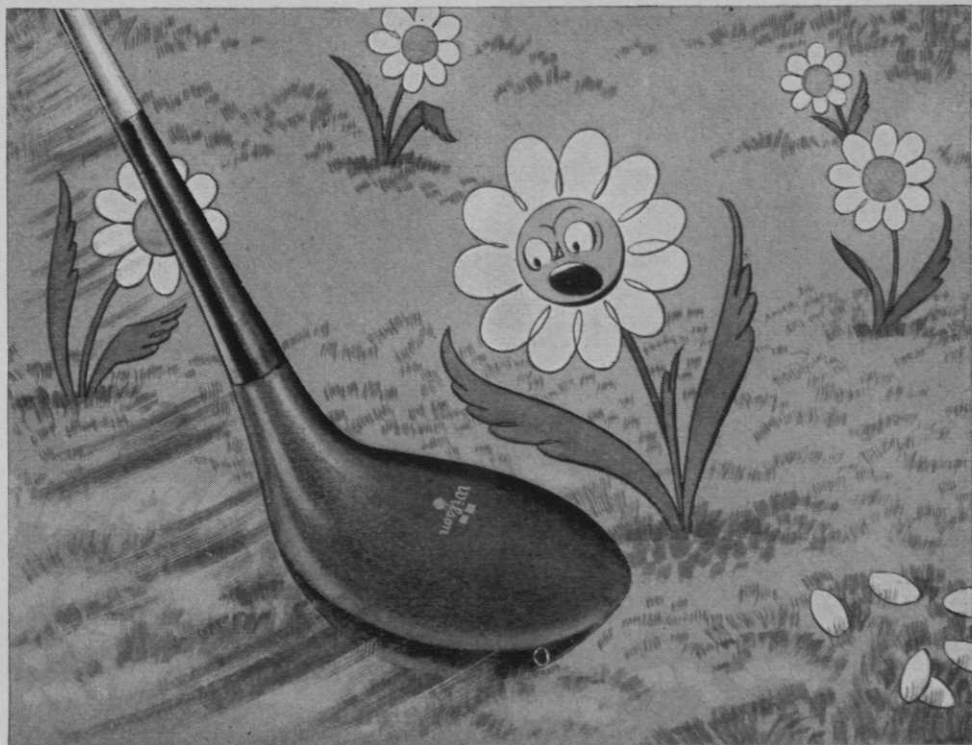
Wilson
SPORTS EQUIPMENT



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

★ This is the second of our current series of national messages featuring the value of America's sports-trained youth to the future of democracy in our free land. Millions are reading these stirring tributes to America's sports in *Life*, *Collier's*, *Esquire* and other national magazines.

GOLF in the WAR



Will it come to "Daisy" Golf?

Those old, used golf balls you send in for rebuilding—the soiled, bruised and cut balls—are the ONLY source of fresh golf balls right now. If the old ones aren't turned in—well—you may see a lot of fellows out there swinging at daisies and dandelions.

Whether or not we ever come to such a

sorry pass as "daisy" golf before this war is over, is up to fellows like you. If you get your players to turn in every last used ball, and other Pros do likewise, there will be plenty of playable "rebuilt" to see us through. Wilson Sporting Goods Co., Chicago, New York and other leading cities.



Wilson Athletic Goods Mfg. Co., Inc.
Chicago Plant

Wilson

GOLF EQUIPMENT

IT'S WILSON TODAY IN SPORTS EQUIPMENT

★ The drive to keep America's golfers supplied with fresh golf balls has been a vigorous one. Wilson Sporting Goods Co. has done its share of gathering in old golf balls and of supplying our "accurated" rebuilt. Golf marches on!

it's hard to sell that idea, but our marshals are tactful salesmen. That's why they handled 67,000 spectators at last year's All-American with almost no complaints."

Press representatives assigned to the All-American will be comfortably housed in a spacious first-floor room close by the eighteenth green—a room with three-way ventilation.

Betterment of countless small tournament details is also in prospect. Lapel badges, for example, will be bigger and better this year. Newspaper men, radio broadcasters, newsreel photographers, tournament officials, contestants and their wives, and "Tam" members and their wives and children will be supplied with large buttons with names of individuals and company connections printed thereon.

The tournament machinery has been additionally oiled this year by streamlining of the paper work. Under this new setup, the application blank returned by each entrant shows name, address, club affiliation if any, amount enclosed for entry fee, and whether the applicant is a pro, amateur, or woman. This information is recorded in two ways under breakdowns for pros, amateurs, and women: (1) on cards made up in duplicate for numerical and alphabetical indexing, and (2) on forms made out in quintuplicate, copies going to the club's cashier, tournament committee, publicity department, pro, and program committee. On receipt of these copies, the cashier immediately writes to the applicant, acknowledging receipt of his entry fee; the tournament committeemen decide whether the player is exempted from play in the qualifying rounds and inform him accordingly by mail, their decision being duly recorded on the index cards; the club pro assigns to the applicant a locker number which is recorded on the index cards and also on a tag which the pro holds for later attachment to the player's bag; use of copies by publicity and program committees is self-evident. On arrival at the club, the entrant is given an envelope containing all needed information about hotels; transportation; club dining-room prices for himself, family, and guests; parking instructions for his car, etc. The name of his hotel is later recorded on the duplicate index cards. A supplementary set of cards prepared by the club's publicity department shows condensed golfing records of practically all potential contestants in the coming All-American.

May expects fine weather during the tournament in view of research findings on late August weather for the past ten years. August is the least windy of the twelve months in Illinois, he says, and the average daily rainfall, 7 A. M. to 7

P. M., August 21-27, for the past decade was only .038 inches.

Admission—83 Cents

The price of daily admission will be 83c plus tax, which figures up \$1.00 gross.

All entry fees will be donated to the Chicago Servicemen's Center.

All three tournaments will be 72-holes medal-play. Fields will be reduced to 24 in the Amateur, 24 in the Women's Open, and 80 in the Men's Open (plus ties) after 18-hole qualifying rounds to be played at Tam O'Shanter respectively on Monday, Tuesday, and Wednesday, August 21, 22, 23. Starting Thursday, August 24, the three tournaments will be played simultaneously, 18 holes of each event on each of four days through Sunday, August 27.

Male amateurs may play in either the Open or the Amateur meet, but not in both, after qualifying and paying the proper entry fee—\$25.00 for Open and \$5.00 for the Amateur tournament.

MAJOR PRO TOURNEY SCHEDULE

★ ★ ★

PGA CHAMPIONSHIP

Manito G&CC, Spokane, Wash.

August 14-20

★ ★ ★

ALL-AMERICAN

Tam O'Shanter CC, Chicago

August 21-27

★ ★ ★

NASHVILLE INVITATION

September 2-4

★ ★ ★

DALLAS OPEN

September 8-10

Postwar Planning of Golf Courses

ROBERT BRUCE HARRIS

Golf Architect

664 N. Michigan Ave. Chicago, Ill.

Phone: Whitehall 6530



Not all golf champions will wear crowns this year

To our way of thinking, far more pros will win championship laurels this year than ever before in American golf history.

Golf's 1944 heroes are those hundreds of pros who are battling against the most dangerous and persistent threat the game has ever faced . . . the diminishing supply of golf balls. That the golf ball situation is as well under control as it is today, is plainly because it is in the hands of the pros.

Every golf ball maker and every club official knows what a tough, and at times "touchy", job you pros have had in arousing your players to action for their own good.

Even now, in the third year since new golf balls have been made, many players are holding out. What a sour situation to step into! But, what a sweet job you've done with it!

Not all golf champions will wear crowns this year, but the game itself will wear better for years to come because of the grand job you uncrowned champions have achieved in getting those unplayable balls back into play.

You deserve plenty of praise for handling golf's biggest wartime responsibility and the closest cooperation of those whom you are trying to serve in conserving the nation's golf ball supply. Nice going! Hold the line . . . keep em' rolling in.

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

THE WORTHINGTON BALL CO.
ELYRIA, OHIO

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

Propose Nation-wide Amateur Medal Play Tournament

★ **P**OSSIBILITY OF A nation-wide amateur event being added to golf's major tournaments is presented by the Miami (Fla.) Junior Chamber of Commerce as a result of the success of this year's Pan American amateur tournament conducted by the Miami organization.

The Miami Jaycees are campaigning to interest other Junior Chambers of Commerce to conduct coordinated local events with the qualifiers to play in a winter amateur championship at Miami. Eventually, the Miami Jaycees believe, the event will draw amateur stars from Canada, Mexico, Central and South America and Cuba. This year's Pan American had several entries from republics to the south, principally students at the University of Miami.

The Junior Chamber of Commerce promotion has been the most effective single factor in establishing the pro golf tournament circuit. With the Jaycees going into amateur tournament promotion and bringing to it their exceptional energy and promotion genius there is promise that amateur events may be revived by stimulation of a new competitive event.

Tommie Thompson, Box 3886, Miami, prominent in Florida Jaycee and athletic circles, is enlisting the cooperation of Junior Chamber of Commerce local organizations throughout the country by advising them details of the Pan American amateur tournament plan.

This bulletin, says, in part:

"The 72-hole medal play Pan American golf tournament was revived in Miami two summers ago by the Miami Junior Chamber of Commerce as a community recreation project.

"The tournament started back in 1932, was fundamentally sound, but had been allowed to lapse for years by the lack of livewire, unselfish promotion. In 1941 it was abandoned.

"Under the supervision of the Miami Junior Chamber of Commerce, the Pan American Open has become the South's largest golf tournament, with entries this year from four Latin American countries.

"More amazing than the actual total of entries is the number of players who competed in the full four rounds of the event. Of the 226 paid entries in 1942, 175 played the entire 72 holes. This summer only 20 of the 339 in the tournament failed to finish the distance.

"Considerable impetus was given the 1944 event by offering the Bob Hughes Memorial Trophy. Hughes, a member of the Junior Chamber of Commerce, took an active part in promoting and running the 1943 event. He died in armed service in February, and a perpetual trophy—42 inches tall—was established in his honor.

"Hundreds of columns of newspaper space, both locally and nationally, have been obtained through the project, as well as the good will of the golfers, and community.

"The tournament is 72 holes and medal play. It is played on four successive Sundays on four different courses (this can be changed to meet the available facilities in your locality). Each round consists of 18 holes, and players are sent off in threesomes.

"Of the \$3.50 entry fee charged by the Miami Junior Chamber of Commerce for the 1944 Pan American Open, \$2.25 was turned back in war stamp prizes and \$1.25 was used for the banquet on Wednesday night following the close of the event.

"Use of courses is donated for each round, and thus, players actually pay no green fees for their golf. We have found the managers of Miami golf courses very cooperative in this respect, because they realize the tournament promotes interest in golf, and they will benefit in the long run. Also the matter of concessions on the day of the tournament is financially important to the course.

"The cooperation of the local sports departments is an all-important consideration. Publicity is needed in advance of the tournament, as well as during its actual operation.

"Course managers and golf pros can be of inestimable value in running the tournament, as they know how its done. You will find it pays to listen to their advice on any problem which may arise.

"There is NO handicap for players. The method of distributing prizes makes handicaps unnecessary.

"One of the big reasons for the success of the Pan American Open has been the equal opportunity for prizes for all players entered. The 80-shooter has the same chance of getting in on the money, under the setup, as the snake-killer who digs his way around the course in 120 strokes.

"In the 1944 Pan American Open, the Miami Junior Chamber of Commerce

awarded war bonds for the first five places, and war stamps for every fifth place thereafter.

"The tournament being on a gross basis, it is a simple matter to arrange the scores in numerical order, and then count off the scores—not the players—by five. Very often there will be several players with the same score, and the prize will have to be divided among those tied for that fifth place.

"The winner of the 1944 Pan American Open was \$100 war bond and a replica of the Bob Hughes Memorial Trophy, with second place getting a \$50 bond, and third, fourth and fifth places receiving \$25 bonds. Fifteen dollars in war stamps were awarded for every fifth place from tenth to 140th. Ties counted, 56 entries shared in the prize money.

"This medal play assures every entry of the full 72 holes of play. Most amateur golf events are match play, and it's all over for the dub when he loses—which is generally in the first round.

"This is a tournament, too, where it pays to count every stroke. The missed

putt on No. 4 a player forgets to include in his score, may be the stroke which knocks him out of a fifth place and a prize. It is the answer to the fellows who always have an "off-round on their qualifying" and then come back in the first match with par golf.

"The Miami Junior Chamber of Commerce is convinced, from its experience, that the 72-hole medal play golf tournament has national possibilities, and would like to see it adopted as a project by the United States Junior Chamber of Commerce.

"As part of the project, the Miami Junior Chamber of Commerce would like to invite the winners of the local tournaments to play in a national championship every December in Miami. The trip to Miami to play in a national tournament would add considerable interest to each of the local events.

"It will take time and work to put the plan into full operation, and the Miami Junior Chamber of Commerce proposes December, 1945 as the tentative date for the first national tournament."

Businessmen Urged to Retain Snap with Recreation

UNITED BUSINESS SERVICE, 210 Newbury St., Boston 16, Mass., in the lead of its June 24 bulletin of "weekly forecasts based on the united opinion of recognized business and economic authorities," advises businessmen to pay more attention to their physical condition. The admonition is under the head, "The Bent Bow Will Lose Its Snap."

Ft. Wayne (Ind.) CC secured permission of the United Business Service to send that first page of its weekly confidential bulletin to all its members. The advice reads:

"If you are among those who are thinking of doing without the usual vacation this summer—better think again. In this of all years, men and women in positions of responsibility should try to keep up their physical and mental powers.

"The big war job is not yet finished, for, as Donald Nelson recently said, war output must rise still higher to meet its production peak planned for next November. Moreover, as soon as the outcome of invasion is clarified, reconversion will begin to gather momentum, and as soon as the war in Europe ends, additional problems will crowd in upon you. To take chances with your health at this time will not help those who are sweating and bleeding on the battle fronts nor will it provide employment for the fighting men when they return to civilian life.

"Many instances could be cited—you

undoubtedly can mention several—of men who have recently "cracked up" under the anxiety and stress of overwork. The effects of nervous strain may not be obvious to one who is deeply absorbed in his job. Little by little, vitality is lowered until a man may reach the verge of a nervous breakdown before he becomes aware that anything serious is happening.

"If there is no one ready to do your work while you are away, you should take immediate steps to rectify the situation. If you are doubtful about the ability of your understudy to carry on, here is a chance to find out. There is no better way to test the quality of an executive than to give him increased responsibility. In fact, one real advantage of the vacation system is the opportunity it affords to check on the capacity of an organization to function in the absence of important executives.

"Now is the time to fortify yourself and your staff against the trials that lie ahead. The more important the individual, the more necessary it is for him to take a vacation. Even though he has reserves of energy to carry him through the year, unremitting application to business is almost certain to lower the quality of his work. Loss of efficiency from staleness and fatigue can be much more expensive than a few weeks absence on vacation.

"Your physician will tell you—if you have any doubts—that relaxation is essential to the maintenance of bodily vigor and mental keenness. The bent bow in time will lose its snap."

I SAID
SWAP
NOT SWIPE



EVEN a bank president might be open to a spot of temptation when he spies a gleaming white Spalding golf ball that fairly croons, "Birdie!"

Well, your members can have all the golf balls they want this summer, without having to resort to their baser instincts. Just round up your old golf balls—and swap with Spalding. Send 'em to us, and you'll get back the same number, reprocessed the Spalding way—less rejects, of course. So—keep swapping—and keep 'em swinging!

A. G. SPALDING & BROS., DIV. OF SPALDING SALES CORP.

Spalding Sets the  Pace in Sports

Spalding

GOLF BALL SALVAGE PLAN



FLYER
(Pro only)



WAR-FLITE



BOMBER



RECRUIT

Rhode Island Plans Course Maintenance Battle

Constructive discussions featuring Rhode Island greenkeepers and club officials meeting at the Pawtucket CC, June 2. The state golf association sponsored the gathering and with the greenkeepers and club officers put emphasis on preserving course conditions or renovating courses so postwar play would provide returning servicemen with the sort of golf to which they had been looking forward.

Robert S. Bell, asst. prof. of agronomy at R. I. State College, and acting head of the turf section, was chairman of the meeting. Prof. Bell said that the first point to be considered in the maintenance of a golf course is a plan of operation. The club president and the chairman of the green committee as well as the greenkeeper should know what the necessary operations may be, and the approximate cost of each. Then available money may be properly apportioned between the necessary projects. A reserve should always be at hand for emergencies such as an attack by chinch bugs. He gave copies of the operation sheet shown in accompanying cut to those present. Prof. Bell remarked:

"The maintenance of greens and fairways must begin, if it is to be successful, with a plan of operations. Like a plan for a great battle the details of operations must be worked out ahead of time, completely understood and agreed to not only by the general, but all the men who are responsible for the outcome of the undertaking. First a plan, then united action and co-operation.

"A golf course is in reality a battleground. There are those friendly rivalries between the players, of course, where each tries his best to beat the other fellows out of three dollars apiece.

"Another battle is going on, however, often unseen by those around and that is the battle of the greenkeeper against such foes as insects, plant disease, and unfavorable growing conditions. If he is successful, fine; if he is defeated, everyone in the club loses not only money invested but also the joy of playing on a beautiful course in the warm, fragrant air.

"In order to plan a campaign to develop the most beautiful golf course you have ever laid eyes on each officer must know his place and his duties. First we have

the club president, the general. He has many things to worry about. The maintenance of the course is only one of them, so he appoints a field commander, the green chairman, to take active part in planning the defense of the turf against its natural enemies.

"The field commander or green chairman is more often a "Green" chairman and says, "Well, I don't know anything about this business of grass, I'll have to get myself a top sergeant who knows the business," so he goes out after a greenkeeper. Notice that he picks a top sergeant, not a buck private. The green chairman should know the work from the top down, the greenkeeper from the ground up. They pool their ideas and make their plan of operations. The chairman goes to the general with the plan and a request for support to maintain the course in the proper manner. This gives the president and that great body of civilians, the club members, a chance to understand what the plans are to maintain the course in this beautiful condition. If the need is great enough some of the civilians may put up their money as a guarantee for victory. Others may contribute worthwhile ideas or information. When the plan of operation has been agreed to by all and the general has pledged the support of the club; the field commander goes to the top sergeant and says, "Old boy, we are going to carry the battle through to a successful end. We are all behind you now, so get out in the front line and start shooting. If you need reinforcements just whistle."

"The old sarge can lead his men into battle following the general plan but using his own resources and cunning to develop the winning strategy.

"The field commander must study and try to understand the problems of turf management. The sergeant is already supposed to know the business, but should never forget that times change, new problems arise, new facts are discovered. He must be able to change, to progress and to keep abreast of the times. None should stubbornly close their minds and resist new ideas, but take them in to absorb the good from each and then cast out the refuse.

"I hope you'll pardon me if I seem to be preaching to you, but as I get around the state I find symptoms of incom-