

A NEW PRO MARKET IS IN THE MAKING



- - *that's why you can't get new golf balls now*
- - *that's why you'll sell more of everything in*
golf later on.

A NEW MARKET is in the making . . . a far bigger golf market than you've ever known. We mean the new golfers among the American servicemen now stationed all over the world.

At training camps, reconditioning centers, hospitals and on their own courses pros have played an important part in helping create, encourage and implement the servicemen activity that will add tremendously to the postwar demand for golf supplies.

Because there are so many thousands of these new players, and because those in the service come first, civilian players will have to wait a while longer. New ball production is concentrated on the heavy requirements of the armed services.

As soon as additional labor and material are made available you'll get new balls for your players.

1945—WORTHINGTON'S 41st Year DEVOTED EXCLUSIVELY TO MAKING GOLF BALLS

THE WORTHINGTON BALL CO.

ELYRIA, OHIO

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

Correct answer...



AN 8-LETTER



What name is synonymous with quality mowing equipment for large area or specialized application?



What manufacturer has pioneered in the development of grass-cutting machines and has maintained a position of leadership in the industry for a quarter of a century?



What 2-cycle gasoline engine — recognized before the war for its dependable, economical performance on power mowers and now in use by army and navy on portable power units — has established a war record second to none?



What organization will be ready, as soon as government authorities give the word, with a line of hand and power mowers whose superiority will be marked by thoroughly seasoned design experience and war-sharpened efficiency?



If you answer "**Jacobsen**" you are 100% right. You will show equally keen business judgment if you let these facts guide you in selecting your coming mowing equipment needs.

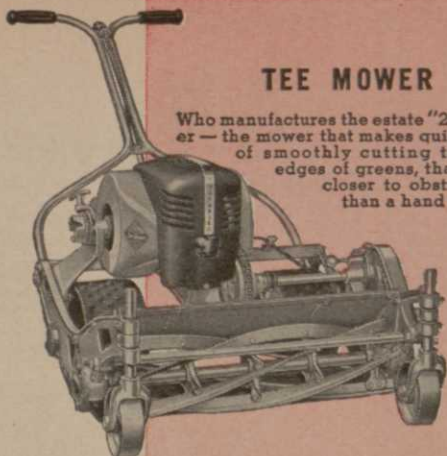
Jacobsen

WORD



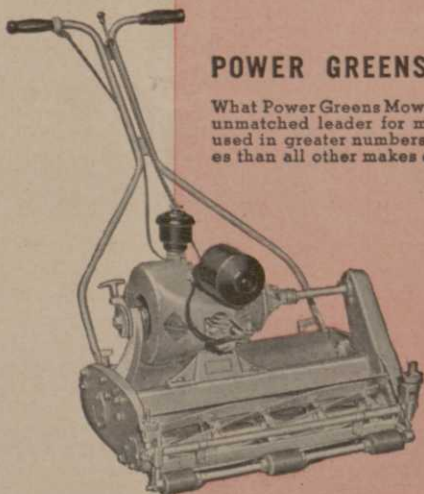
TEE MOWER

Who manufactures the estate "24" Mower — the mower that makes quick work of smoothly cutting tees and edges of greens, that works closer to obstructions than a hand mower?



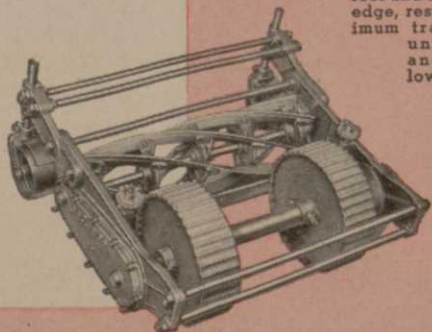
POWER GREENS MOWER

What Power Greens Mower has been the unmatched leader for many years — is used in greater numbers on golf courses than all other makes combined?



FAIRWAY MOWER

What Fairway Mower is built with the traction wheels BEHIND the cutting reel and INSIDE cutting edge, resulting in maximum traction ability, uniform cutting and consistently low mowing cost?



MANUFACTURING COMPANY • RACINE, WISCONSIN

SMALLER

GREENS WILL FEATURE COURSE ARCHITECTURE

By HAROLD D. PADDOCK, Sr.

WHAT HAS the war taught us about golf course design that will be valuable to us in the course that will be created after the war?

You can be absolutely certain that we have been reminded plenty and painfully in wartime years of the relation between course design and maintenance costs. Machine maintenance has been a wartime life-saver for American golf. Why shouldn't this factor which has demonstrated its value during a period of acute labor shortage be made the most of in eliminating unnecessary costs of golf after the war?

Labor won't be as cheap as it was before the war. But whatever labor we can get we will need to use efficiently. The increased popularity of the game is going to call for first class golf at low cost. The privately-owned fee courses and the public courses that are operated with minimum political interference are going to have maintenance standards in many cases as high as the representative private club of ten years ago.

This will mean that courses will have to be designed to fit the faster and cheaper machine maintenance without sacrificing the visual and playing charm we now are inclined to believe is associated with a lot of manual maintenance work.

The first place we must look for this opportunity of economy is to the greens. There's where your greatest maintenance cost is.

Why are greens so large? Is it because a large green allows more latitude in design, while a smaller green that is an interesting valid test of skill is usually a rather difficult architectural problem? The most experienced architects and playing judges can argue that question endlessly. The answer often depends on the terrain on which the architect must lay out his course. And there's another big point to consider in course construction after the war—the nature of the site. Of course, with the recollection of wartime gas restrictions still fairly clear, the owners of

the postwar course probably would rate location as a more important element than topography.

Smaller greens also can be an important factor in offsetting the danger of excessive yardage. The great yardage doesn't make much of a handicap to the better pros. The only people the long yardage really beats are the club members who have to pay heavy taxes on the acreage before they ever step on the first tee. Shortening the ball won't be the happy answer to that. The great majority of the members only will be denied the thrill of getting an occasional long shot.

Some may say that the shorter ball will retain the comparative differences between the pros and the average players and make each good course one of championship length. But golf is a psychological game and those who appreciate that recognize the joy of the average player when he gets distance on some sun-baked, unwatered, small-town club fairway, or scores well on the resort course that greatly magnifies on its score-card the actual yardage of the holes.

Of course, the ball factor is a controlling one, but who can tell what the effect of new, resilient synthetics may be on ball length in years to come? Will it be necessary to alter courses as the ball length is altered?

Again, you come back to the merit of smaller greens as a primary feature of the entertaining and testing course. Accuracy rather than superlative power is made the distinguishing feature of a course that isn't burdened with the heavy maintenance bills of larger greens.

Mowing, watering expense, fertilization and weed treatment costs of courses that can be shorter, yet exacting, because of smaller greens, not only will be lighter to carry, but the work will be better and easier done.

In talking with Byron Nelson and Craig Wood I found that their playing

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New Ideas in the Wind


Golf clubs are still on the super-priority list. Boys in active service and back from battle duty have first call. So present equipment will have to serve civilians.

But as soon as the labor and materials situation eases up, and our production is again available to civilians, new ideas and innovations in Wilson equipment will *prove* that our creative staff has not been idle during the years of war. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

Wilson GOLF EQUIPMENT

MEMBER: *The Athletic Institute, a non-profit organization dedicated to the advancement of national physical fitness.*

Let's all boost the "War Memorials That Live" campaign to commemorate our war heroes.


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

IT'S WILSON TODAY IN SPORTS EQUIPMENT



Wilson

IT'S WILSON TODAY

We look forward to the days when, with men and materials once more available, our entire output of golf equipment will again be available to players in unrestricted volume. At that time, and with the grim business of a global war completed, Wilson will offer interesting new features developed and perfected by our creative staff during the years of war. Wilson Sporting Goods Co., Chicago, New York and other leading cities.



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

AY IN SPORTS EQUIPMENT

San Francisco Golf Greater than Pre-war

New Servicemen and Civilian Players Keep Courses Crowded,
Officials and Pros Foresee Vast Increase in Postwar Play.

A SURVEY of golf clubs in the San Francisco Bay area today reveals that despite the scarcity of balls and clubs the game is in the midst of a revival which far surpasses pre-war interest.

Area professionals believe that this interest, as strong as it is, is only a fraction of the activity which will begin when golf equipment and gasoline are available and civilians no longer feel that it is questionable to spend time and money on recreation.

Private club memberships already are at a premium. Fee courses are jammed on week-ends and holidays are receiving a heavy week-end play as well. Club officials contend that the influx of war work is not the answer to the increased number of rounds being played.

Thousands of permanent residents, who never played before the war, have turned to the fairways for recreation and there discovered the perfect answer to mental and physical relaxation. The majority of these new converts have indicated that they intend to make golf their postwar hobby, the professionals say.

Servicemen, both home on furloughs and those stationed in the area, are using the courses in ever-increasing numbers. Like the civilians, many of these servicemen plan to continue with the game when hostilities cease. Club officials state frankly that they are amazed with the unexpected playing boom in an area where the war effort is paramount.

Al Sais, first professional at the Mira Vista CC, when it was the Berkeley CC is back at the old stand after three years as a ship welder. The 18-hole Mira Vista course is high on the hills overlooking Berkeley and the Bay—from one tee you

can see seven Bay counties. It is now operated as a fee course by a syndicate of Richmond men. The name was changed when the syndicate took over from the private organization.

Phil Newmyer, who came from Washington State to serve as Mira Vista's professional, resigned in order to take over a driving range in Oakland. Bob Clarke, veteran professional who had been operating the range, has announced that he will confine his future work to Mills College where for many years he has been teaching girl students the game.

Sergeant Jim Ferrier, now stationed at the San Francisco Presidio, the home of San Francisco's first golf course—and still one of its finest—was one of the favorites in the \$1000 Stockton (Calif.) Open. It was his first start since the California State Open at Fresno in May where he finished second.

Wesley Miller, former professional at the Richmond and Pasa Tiempo clubs, is convalescing at Oakland's Oak Knoll Naval Hospital—which occupies the site of the former Oak Knoll GC. Wes was wounded seriously five months ago while serving with the Navy in the South Pacific. The Northern California PGA, through Will Rogers of Berkeley, one of the State's oldest active professionals, presented Miller with a Parker 51 fountain pen recently. Wes needs a good pen to keep up with his fan mail.

Speaking of the huge Oak Knoll Hospital, the Northern California PGA Section has opened a driving range there as part of its rehabilitation-through-recreation program for veterans. Donations from local golfers helped finance it.

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By RAY HAYWOOD

The
"FOUR-LEGGED
FOURSOME"
played
9 holes today!



They're shooting good golf, too! Each day these "casualties" make new progress toward normal civilian living. For golf soothes and relaxes taut nerves . . . encourages natural use of artificial limbs . . . coordinates and trains muscles which may have been long inactive because of illness or injury.

The P. G. A. Rehabilitation and Reconditioning Program, headed by co-chairmen Leo Diegel

and Frank Sprogell, offers every golf professional an opportunity to help in this important work. Benefit tournaments and exhibitions . . . work and play with the patients at rehabilitation centers open new vistas of hope and happiness for thousands of our war veterans.

Your hearty cooperation on local projects through your sectional P. G. A. president is a service to your country and to the future of golf.

MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.

MAKE VICTORY COMPLETE ★ Buy More War Bonds



Houston Puts Golf at Veterans' Hospital

Putting lesson on first green of the nine hole golf course, McCloskey General Hospital Temple, Texas. Left to right: Pvt. Dudley Perlo, Texas; Cpl. Herschel Bell, Georgia; Pvt. Jim Benos, Massachusetts; Sgt. Jack White, Chicago golf professional assigned to the Golf Section, Physical Reconditioning Branch.

By **ANDY ANDERSON**

Houston (Tex.) Press

LAST FALL, through contacts made on a tour of hospitals with a fishing show, I had a long talk with Gen. J. A. Bethea at Temple, Tex. As we stood in the Red Cross hut and watched hundreds of boys minus arms and legs go by he suggested that these kids—all youngsters—would like recreation and that a golf course might help solve the problem. We made a tour of the grounds and found available land.

Then I called on the War Sports Activities Committee of Houston, of which I am chairman, with Dick Freeman of the Chronicle, Vic Emanuel of the Post, Al Lever, representing the theaters, Pop Rice, and R. E. (Bob) Smith, Houston businessman, and Morris Sigel, wrestling promoter, all grand guys. This group, in addition to helping finance the Stage Canteen, has staged a Navy relief game netting \$27,000 profit, sold \$80,000,000 in war bonds and conducted many other war activities.

We made a trip to Temple. The committee was sold on the golf course idea

as much as I was. Then we decided on a plan to finance it. I used to own five pay-as-you-play courses and was a little familiar with costs. We estimated we could build the course for \$500 a hole, using war prisoners as labor.

Instead of selling it on a dollar-a-shot contribution plan we decided to sell nine holes at \$500 each. Right off the bat donations poured in. The contributors included fraternal organizations, labor unions, churches, synagogues, families who had lost sons and who dedicated holes as memorials, and women golfers. Before we knew it we had the nine holes sold, had financed drinking fountains on the course, the water system, furnished the clubhouse, provided 80 sets of clubs, had a fund of \$1,000 for golf balls, a fund to build shelter houses, build three putting greens and another fund to purchase equipment needed. We got about \$8,000 in less than one week's time.

Then a Houston oil man phoned and
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