



THIS RIBBING MAKES ALL THE DIFFERENCE

It's NEW! It's DIFFERENT!
AT LAST THE PERFECT
SHIRT for GOLF!

North British ACTIVE SWING Shirt

STYLED by DUNNER


ALL NORTH BRITISH active swing shirts feature the patented under-arm ribbing which gives complete freedom of swing. Ideal for golf and all-around sports wear. Collar styled to wear open or with tie. Beautiful fabrics... faultlessly tailored in fast selling colors. Individually boxed.

*A full range of attractive patterns available for both men and women.
Write for complete swatch folder!*

480 LEXINGTON AVENUE

North British

NEW YORK 17, NEW YORK



***Doing without the new
is proving the quality of the old***

LIFE has been far from easy for the pros with their shop shelves long since depleted of most of their stocks.

But remember this . . . doing without new golf equipment during these war years is building up a tremendous backlog of postwar selling opportunities for the professional.

So, hold the line . . . the time is coming when the release from war work will bring exciting news about Tufhorse golf products.

***Tufhorse* GOLF ACCESSORIES**
GOLF BAGS • GOLF LUGGAGE • GOLF GLOVES

And remember this . . . having to do without the new has proved the superior quality of Tufhorse golf accessories you sold to your players long before the war.

The same workmanship that built lasting service into Tufhorse golf accessories continues concentrating on meeting war's demand for rugged durability.

DES MOINES GLOVE & MFG. CO.
Des Moines, Iowa

in such a way as to impress upon the public the value of instruction and the futility of trying to play without it.

"We should continue to enlist the aid of celebrities such as Hope and Crosby to say that their activities have caused more non-golfers to take up golf than any other promotional work in connection with the game has ever done.

"Every effort should be made to aid the servicemen and veterans to keep them interested in the game and keep them as devotees of the game.

"We should modernize our shops; staff them with high grade personnel and stock them with a complete price range of merchandise so we will be competitive with the stores and so that a patron can buy within his means and not be driven from our shops because he cannot find the merchandise to fit his pocketbook.

"We should establish an educational program which will offer training in buying, selling and efficient shop management.

"We should lend our support in the promotion of club activities and elaborate on events which encourage professional club relations. An example is our own professional-president's tournament, an annual event wherein the president of each club is the guest of his professional for that day. The pro pays all expense, entry fees, caddie fees, refreshments, dinner, etc.

"We should make a real effort to improve professional-manufacturer relations by establishing a better credit rating so the manufacturer will prefer to deal with us.

"And we should at all times lend our efforts to the promotion of public activities such as charitable and other events which advertise the game and attract the public in a dignified manner.

"That is a pretty large order but it can and must be done if we expect to fill the bill as we should."

Olin Dutra, who has been as highly successful in the business end of pro as he was in the playing end when he was active in big-time competition, declares:

"There are so many ramifications of postwar business problems that I am really skeptical about venturing out into the open with some idea that won't even hold water. There is no question in my mind but that we have a lot of deep thinking to do in order to get our share of the business. The stores are already laying plans for postwar sales and we must realize that they are top merchants who will take a big bite out of the pros' business unless the pros get busy early.

"It isn't easy to combat the big stores

who have tremendous assets behind their purchasing power. The manufacturer realizes that and will make a play for that big business and there is nothing we can possibly do to avert that idea. They're not bad risk like some pros have been in the past. Thank goodness most of the boys have improved tremendously along that line. Nevertheless, we must face the music.

"I don't have the complete answer but I do believe that the one big solution is for the pro to start selling himself early to his members by means of personal contact through means of properly designed letters, by word-of-mouth and by any other type of publicity and sales propaganda he can possibly conceive.

"He must go out of his way to impress the golfing public that he is interested in equipping him with the proper type merchandise with personalized salesmanship behind it. In turn he must be on his toes to see to it that he is properly and adequately stocked when the new merchandise starts flooding the market and must make it known to his clientele in order to sidetrack the business at the very outset from the downtown market.

"There of course is the angle where the pro and the manufacturer pull together in order to give the pros buying power (maybe collectively) so that the merchandise goes to the pro shops right now. I don't know exactly what the answer is there but it is time the pros get together as soon as possible and have some comprehensive understanding.

"One thing that definitely hurts the pro business is the tremendous amount of merchandise that goes into the stores with the names of top-notch golfers. This has been a practice of long standing and I can not conceive how we can stop it. As a matter of fact a couple of the sections offered an argument against such practice at the annual meeting. Most of the boys felt that the top notchers deserve all they can make while they are on top and then again we felt it inadvisable to mess with or dictate too much to the manufacturer.

"It simmers down to the point where the pro must resort to his own resourcefulness by plugging through the mail, by selling himself at his club and by selling his instruction and using it as a means of selling his merchandise to his pupils. The last recommendation would be for the pros to hold free clinics at driving ranges, thereby selling the pro and using and utilizing this particular period to convince all golfers that the pro is their friend and that he is in the best position to outfit him properly and counsel him at all times."

COLLECT USED BALLS AFTER EVERY GAME!

Caddie Situation Result of Previous Neglect

THE caddie problem again looms as one of the perplexities of golf club operation this year.

Club officials and professionals who have contended with the caddie problem during war years say that much of the trouble is the result of previous neglect. When caddying was about the one job many youngsters could get the clubs didn't pay much attention to selection of the youngsters, or to the facilities provided for them. Caddie training was done because that was necessary to the satisfaction of the members. Otherwise the kids were pretty much on their own.

In many cases the youngsters virtually paid the cost of the club's caddiemaster. The caddiemaster has an important job but he has been expected by the club to get his living wages by scalping a percentage off caddie pay and selling the boys candy, pop and other light lunch items. Rarely did the club take any interest in seeing that the boys were supplied with soups, hot sandwiches or other food that would give them inexpensive proper diet.

Thoughtful pros and officials say that the present attitude of kids in coming out to caddie only when they want some of the current high fees for caddying is no worse than the attitude of many clubs when the caddie supply exceeded the jobs available.

One thing pointed out by several pros was that clubs that had tried to do something for caddies usually considered that when a caddie building was furnished the kids didn't rejoice madly and keep the place immaculate. "After all, they're kids, and you can't expect perfection immediately," the club men pointed out.

The big, medium and little clubs mostly are up against the same situation on caddies.

George Sayers, noted pro at the distinguished Merion GC, relates a situation usual at many of the best clubs.

Says Sayers:

"This year's caddie problem is going to be tougher than ever. I can imagine with many pros and officials it is going to be difficult to plan anything ahead of time.

"With us here at Merion we are lucky to have so many schools near us, which means after school hours, Saturdays, Sundays and holidays we have a good percentage of boys. Of course there is still lots of doubling-up to do until the boys get out of school. That is where we are up against it, for again we have lots of factories around us who take most of the older boys. We have only four older regular caddies left, and if they have a good day you don't see them the next.

"So to help solve the problem I have sold as many light canvas bags as pos-

Honor Caddie Warriors

Thousands of golfers have commented on the performances of former caddies now fighting on land, sea and in the air.

Rarely is there an American golf club that doesn't mourn a youngster who once carried bags for club members in happier days. And rarely do you see a club that isn't able to speak in high pride of the fighting achievement of some kid who used to take his turn at packing the sticks of pastiming members.

Yet, outside of names of former caddies that clubs sometimes show on honor rolls in clubhouses, what recognition have the warrior caddies received from the clubs at which they once worked?

Maynard K. Fessenden, former

president of the Chicago District Golf Assn., and widely known in golf, points out that most clubs have neglected formal recognition of the achievements of their caddies in armed service.

Fessenden proposes that clubs erect and dedicate caddie houses and yards, or shelters, fountains or tee benches on the courses in honor to their caddies in service. He also suggests that photographs of the former caddies in their U. S. uniforms would make a grill room feature that would have great sentimental and historical value.

It seems like a grand idea to honor, in our own little way, golf's grand kids who now are handling men's jobs.

GLORY BE!!
- NUGGETS!!



Modern "Forty Niner"

• The gold miner of '49 went into hysterics of joy when his shovel or pick opened up a pocket of golden nuggets.

The modern "forty-niner" should get a measure of the same thrill when in some old chiffonier drawer he comes across a cache of old, used golf balls. For each ball has a golden nugget at its center—a nugget of pre-war rubber about which we can build a brand new cover. These old, used golf balls with hearts of gold are still the only source of fresh golf balls. Keep after them. They are the life-line of golf. Send them to us for our special "Accurated" rebuilding process. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

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

Wilson

SPORTS EQUIPMENT

IT'S WILSON TODAY IN SPORTS EQUIPMENT

March, 1945

**Wilson accepts
the challenge**

***"On the leader rests the
responsibility for progress"***

By far the greater part of our production is now going to the boys in our armed forces. But the creative genius that has made Wilson equipment outstanding is not idle. After the war you will find Wilson leadership in *modern* equipment for *modern* play more in evidence than ever.

Wilson

SPORTING GOODS CO.

CHICAGO, NEW YORK AND OTHER LEADING CITIES

IT'S WILSON TODAY IN SPORTS EQUIPMENT

RESERVOIR OF DEMOCRACY



Initiative - The Foundation of Democracy

Wilson advertising is continuing to keep this great name in sports equipment fresh in the minds of your customers.

Wilson
SPORTS EQUIPMENT

TODAY
TOMORROW



Patrick Henry '44

ENT

Wilson
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IT'S WILSON TODAY
IN SPORTS EQUIPMENT



Backbone . . . not Wishbone!

Wilson
SPORTS EQUIPMENT

IT'S WILSON TODAY
IN SPORTS EQUIPMENT

sible to the members and told them never to wait around for caddies but to get hold of their clubs and start right off carrying their own, just the same as many Englishmen have done for years.

"If they wait around for caddies it can ruin their golf for the day. For example, I saw a man and his wife wait around for caddies from one o'clock till four one day. If that isn't spoiling a day's golf I don't know what is! One of the best points in carrying your own clubs is, you never have to wait for your caddie, he is always right with you.

"I think the pro himself is the one who suffers most because you can't get boys to

chase balls for you when giving a lesson. The few caddies that are around in the mornings don't want to chase balls, even when they do they are no good on account of the night before. The result is many lessons have to be cancelled.

"Of course, if the club is lucky enough to have its own driving range then the pro is all right. Here at Merion we have nothing like that. I often say that Merion was one of the first clubs in the country to build a modern golf course but they never figured on a driving range. Of course, in those days, 33 years ago, there were not so many enthusiasts in the game as there are now.

WE SELECT AND TREAT OUR CADDIES AS THOUGH THEY'RE MEMBERS

By CHARLES H. LORMS

For some years the Columbus (O.) CC has regarded its caddie situation as one of the most important of the club's operations. The club has a distinguished membership and all of the members consider the lads who carry bags virtually junior members of the club.

This unselfish, sincerely interested attitude has paid off for the boys

and for the clubs. Caddying at the Columbus CC is thought of by kids around Columbus as the best entree to the business world he'll eventually get in, that an aspiring boy can have.

Charles Lorms, the club's veteran pro, tells how the club is maintaining its famous caddie program in wartime.

IN endeavoring to solve the caddie problem at our club we have tried to make our club a desirable place for an ambitious boy to put in his time.

We offer the boy a place to get some fine training that will serve him well after he passes the caddie age, as well as an opportunity to make some very worthwhile contacts and pay while doing it.

Carlton Smith who is back in charge of athletics at the Bexley high school has aided us in setting up a very interesting program of recreation for the boys' entertainment and development while they are not actually engaged on the golf course. This includes basketball, football, and golf.

We find the success of this program depends almost entirely on the individual in charge of it. (Mainly the caddie master and his assistants.) These positions are probably the most important positions around the average club, largely because of the influence they have on such a large number of boys. If these men are the proper kind of characters their worth can only be measured in the number of good wholesome boys with high talents that will graduate from the caddie ranks. The men who hold these positions must realize

their responsibilities and opportunities.

To secure the kind of boys we want we contact the heads of the schools that we expect to draw our boys from. We also work with the heads of boys' organizations such as the Boy Scouts, Big Brothers, etc. These organizations, knowing of our efforts and intentions, are ready to cooperate with us in helping to interest desirable boys in our program.

During the summer season we hold a number of picnics, at which we serve the boys soft drinks and various kinds of sandwiches. At these events we award the prizes the boys have won for meritorious work on the course and good conduct in general. When we can manage it, we have some ex-caddie who has been successful in his later life to talk to the boys at these meetings.

These meetings are generally well attended, and serve as quite a stimulant for the regular boys, and they encourage the newer boys to take an active interest in the work and the club generally.

At the end of the year we put on our annual banquet in the main dining room of the club. Our members act as waiters for the boys on this occasion. The season

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Golfers Watch with Interest Progress of New Dunlop Ball

MANUFACTURED FROM SYNTHETIC RUBBER
FOR THE UNITED STATES ARMY

○

GOLFERS will not have to wait for the return of natural rubber to get back into the full swing of the game. That is the opinion of those who have tried out the new Dunlop balls now being manufactured from synthetic rubber exclusively for the United States Army for use in Rest Camps. They were all impressed by the appearance—you cannot tell them from pre-war balls. They agree that the difference in distance of drives is very slight, that they handle well on iron shots and that they are perfectly true on the putting green.

Here is what one of them has to say: "The last balls you delivered seem to have a great deal more snap to them, and to come a lot closer to the pre-war natural rubber balls." A former amateur champion writes, "It was fun to hit new balls, and I cannot thank you enough for sending them to me. At first I thought they went out there as far but without the click. However, I now believe they do not go quite as far as pre-war balls. I think Dunlop is getting nearer and nearer to a good ball."

While the new synthetic balls are not available as yet to civilians, when the time comes that they are released, Dunlop will be all set to go.

FOR CIVILIANS, *Dunlop is equipped to reprocess all the used balls you can collect, and they will be reconditioned under the supervision of the same experts that produced the famous Maxfli one, two, and three dot and the rest of the outstanding line of Dunlop Long Distance Golf Balls.*

START THAT



Spalding Sets the  Pace in Sports

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

AWARDED TO



3 SPALDING PLANTS