

maintaining contact with their customers with advisory services that are especially valuable in view of what greenkeepers will be up against this year.

Comparison of this war with the 1917-18 conflict is rarely possible so far as the golf business is concerned. In 1916 there were only 742 golf clubs in the U. S. and by considerable stretch of estimate only could one figure as many as 200,000 golfers. The majority of them were of the well-to-do or wealthy class.

Now there are 5,209 courses in the U. S., of which 1,873 are 18-hole, 134 larger than 18-hole and 3,202 are 9-hole establishments.

There are 2,351,000 golfers in the U. S. who played in 1941 a total of 63,406,000 rounds. Only about 650,000 of these golfers are private club members.

The basis of golf now is much broader than it was during the first World War, hence the game fits more extensively into the national physical fitness plan.

A prominent executive in the golf business who prefers to be unidentified, recalls that during the first World War many of the golfers were prominent young men who went into the Army and Navy promptly. That affected clubs adversely, but the remaining members were working hard in civilian war work and soon found that it required golf's exercise and recreation to keep them handling their jobs efficiently. Consequently, the number of rounds played was not reduced by the war.

### Workers Feel Need of Fitness

This executive believes that it's far too early to attempt to forecast the effect war will have in drawing off younger golfers. However, he does believe that when the nation hits its stride, men who are engaged in war work in industry as well as those in civilian occupations, will be working on intense schedules and are bound to feel, increasingly, the need of keeping themselves in efficient condition.

The closest parallel we have today is Canada, this executive points out. Canada has been actively engaged in war since September, 1939. Sales of golf merchandise in Canada increased last year, contrary to manufacturers' expectations.

No first class club in Canada has gone out of business, although all of them have taken steps to keep their budgets in reasonable balance.

This foresighted financial planning together with accent by the clubs on selling themselves as war-time efficiency promot-

ers, will pull the wisely conducted clubs through in good shape, opines this qualified observer. Those private clubs that can't make the grade, and turn daily-fee, should have a big market in which to sell their facilities, this man believes.

He feels that manufacturers of golf equipment will find a market that will take all goods they are capable of producing. From the standpoint of the pro and other merchants, it is obvious that the wise course is to get possession of all goods justified by his market, as soon as delivery can be secured.

Golf playing equipment makers are taking on war work, in some cases, outside the usual line of their production. Clarence Rickey, MacGregor executive, reminds that this opportunity of directly helping war effort and keeping jobs for the factories' men, is very much a factor to be considered by pros who may be inclined to postpone ordering their shop stocks.



President Camacho of Mexico and L. B. Icelly, pres., Wilson Sporting Goods Co. watch an exhibition match at the Mexico City CC. Al Espinosa, Bud Ward, Wilford Wehrle, Manuel Baroso (resident pro and asst. to Espinosa at Mexico City CC), Johnny Dawson and Ed White were the players in a match which followed a lunch for President Camacho, his cabinet and the U. S. visitors.

**P**RESIDENT Manuel Avila Camacho of Mexico has a 6-hole course at his home at Cuernavaco, which is being enlarged to 18 holes by Al Espinosa, pro at Mexico City CC. Al is tutoring the Mexican president who already plays a pretty fair game for a businessman newcomer to golf. Several of his cabinet are quite good golfers.

A municipal course is being planned for Mexico City.

Icelly observed a rapidly extending interest in golf in Mexico and forecast that growth of the game in the sister republic would be a factor in promoting cordial personal and business relations between citizens of the U. S. and Mexico.