

Golfing Interest Great as Ever

UNDER conditions of wartime pressure the desire to break away from routine tasks for the recreation and exercise that golf provides will be stimulated rather than diminished; but, in these days, golf encounters competition from many new quarters.

It must combat pressure of time, gas rationing and restrictions on equipment.

No longer can you depend upon golf alone to bring the membership out in force. Like many industries, you have a serious task of wartime "conversion" to perform.

Your club, under today's conditions, can flourish only if you create multiple attractions, designed to bring people to the club.

The skill and energy with which you create these multiple club attractions will determine the extent to which members will consider attendance worth while. Golf, today, must "share the ride" with dining and bar service, social life and entertainment.



Executives Need Golf ... says Gene Sarazen

"I have been traveling from one end of the country to the other, and the thing that has struck me most forcibly is the condition of men at the heads of companies involved in war work . . . They're flabby! . . . The big trouble is, they don't allow themselves some portion of the day for exercise . . . I'm naturally prejudiced in favor of golf . . . but I'd suggest anything that will get them out in the air for healthful activity each day."

Gene Sarazen

**DON'T
let this happen
to YOU**

... if you want to keep golf going



Bill, I feel "top hole" today. Let's get some new golf balls.



Hi-ya, Jack! Let's Wilson

Golfdom