

GOLF TO BOOM AFTER WAR; ICELY

AN OPTIMISTIC forecast of rapid growth in American golf after the war is made by L. B. Icelly, Pres., Wilson Sporting Goods Co. in answering a British request for an expression on the prospects of American post-war golf.

The Icelly statement:

"Golf in the United States should double its 1941 playing roster of 2,500,000 within 5 years after the end of the war. Golf's experience after World War I was that many young men accustomed by Army and Navy life to outdoor activity took to the game as a balance to the enforced indoor work of civilian life. The game's American development after this war should be accelerated by the military services' accent on participating sport in physical training and by the great extent to which soldiers and sailors have taken to golf as relaxation from training camp and station routine.

"In the South and Southwest this spring, 75% of a record rental club business at courses is done with uniformed men, the majority of whom never have played golf before. The clubs are rented either without cost or at a nominal fee to men in uniform. Remainder of the rental club business is with war factory workers who have taken to golf as an antidote to the high pressure work in close quarters, with artificial light and sometimes unsatisfactory ventilation.

"Many Army camps and Navy stations occupy sites including golf courses that were highly popular with members or with the general public during peacetime. In most cases the courses have been retained for recreation and exercise of uniformed men. Private, municipal and daily fee courses have been very energetic and generous in making their facilities available to men in the armed services. At numerous camps and stations golf practice ranges have become heavily patronized by enlisted men and officers.

"These conditions are making new golfers faster than at any other time in the American history of the game.

"Effect of the war on design and materials will be reflected in postwar golf equipment, and with the larger market it is a certainty that price of playing equipment will further invite newcomers to the game.

"Experience of private golf clubs in the

United States in operating in a severe labor shortage has taught lessons that will be reflected in postwar economy of American golf. Present indications point to postwar construction of numerous excellent 9-hole courses, with small but satisfactory and economical clubhouses rather than a revival of the super-club establishments of the two decades prior to the war. Changes in housing and transportation factors, I believe, will be among causes of the building of many new 9-hole courses."

Star Field on June 28-July 2 in Women's Western Open

THE 14th Annual Open tournament of the Women's Western Golf Assn. is to be the "Salute to Victory Tournament," and dedicated to America's women of the year, the WAACs, the WAVES, the Marines and the SPARs. The tournament is scheduled for Monday, June 28, through Friday, July 2, at Glen Oak CC, Glen Ellyn, Ill.

A war-time feature of the tournament will be the recruiting of women into the WAACs, WAVES, Marines and SPARs on the first tee during the entire five days of the event and the presentation by the Association of a silver identification bracelet to each enlistee during the tournament.

A brilliant line-up of entries already has been received by Mrs. K. T. Piper, 581 Turner Ave., Glen Ellyn, Ill. Among them are Patty Berg, Betty Jameson, Elizabeth Hicks.

Open to all players including private clubs, public links and daily fee courses, the "Salute to Victory" tournament handicap has been set at a limit of 22.

"To Golf or Not to Golf," written by Dr. Morris Fishbein, editor of the Journal of the American Medical Association, editor of Hygeia, and writer of a widely syndicated daily health column, continues to add to its records as the most widely circulated educational publicity of war time golf.

Each day additional golf clubs order from GOLFDOM reprints of the Fishbein article to be used as enclosures in club mailings. Postpaid cost: \$1.50 for first 100; \$1.00 for each additional 100.
