

# GOLF *in the* WAR

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## AMERICA PLAYS GOLF

By L. B. ICELY, President

NO ONE has yet tallied up the number of millions of rounds of golf that were played in America in 1943, but, unless I dreamed a lot of what I saw in the newspapers all over the country, there was a lot more golf played than early predictions credited as possible.

Certainly golf has had a tough war-time situation to face compared with some of the other sports... special prejudices that look upon it as a leisurely pastime instead of the great physical fitness contribution it makes to a nation at war... transportation handicaps... golf-club overhead and all that.

However, a game that, in normal years, is played with enthusiasm by millions of people... men and women alike... isn't going to dwindle to any small proportions at the mere threat of a few difficulties. Chances are the predictions of Tom McMahan, president of the Chicago District Golf Association, last spring, were not far afield when he estimated that 30,000,000 rounds of golf would be played in the war-year 1943.

Late in 1942 we heard a great many dire predictions about what would happen to golf in 1943. We haven't heard any such predictions about golf in 1944, except on one basis—the threat of a golf ball shortage. On that score the outlook is indeed becoming grim. There will be plenty of people who want to play and plenty of golf links to play on.

The only thing needed to complete a picture that justifies genuine optimism for the 1944 season

February, 1944

### BE A GOLF PATRIOT!



#### Turn in those Old, Used Balls

• The "Battle of Golf" is on. Shortage of crude rubber or suitable synthetic rubber is menacing the great game. All patriots are called to arms. All men who love the game must go "all-out" in the fight to preserve it. Enlist now—and enlist every pro and player you can reach. Your first attack is on the golf ball shortage. Every last used golf ball must be surrounded, gathered in and sent to the "work camp" for rebuilding. Balls sent to Wilson are given the "accurate" treatment. Bodies are built up and clothed in new covers. Don't wait. Attack now! This is the "zero" hour.

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is for pros and club officials and Mr. John Golfer himself to get those used balls in NOW for rebuilding.

## THERE WILL BE NO SYNTHETIC RUBBER GOLF BALLS IN '44!

Pros and players must turn in old used balls if we are to keep the game going strong.

## Looking Ahead in 1944

The Chicago District Golf Association will stage its annual open tournament in Chicago this year. The District Association will not only again sponsor its Victory National Open, and retain the Pro-Amateur, but will also add an 18-hole Pro-Women's event.

### Golf Keeps Going.

★ ★ ★

The Women's Westchester and Fairfield Golf Association (New York), which abandoned tournament play in 1943, is planning a revival of such competitions with at least one tournament a month in the 1944 season.

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The year 1943 marked the first time golf was rated as one of the highly popular sports of the U. S. Army and Navy.

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Golf authorities estimate that more than 50,000 new golfers among men in uniform were introduced to the game this past year by practice ranges and courses at and near camps. Even war and drastic shortages can't keep the great game down.

★ ★ ★

Frank Combs retired to French Lick, Indiana, from a hard life of farming several years ago and took up caddying at a local golf course. He is still doing the rounds of 36 holes a day carrying two bags, at the age of 86! Must be something to this golf game, even for caddies!



**There Are Honest,**  
natural rubber "hearts" beneath many tattered and torn golf ball covers. Encourage pros and players to dig up these old balls and to turn them in. Rebuilds are the only hope for 1944 play.

**In addition to sports equipment** for the Armed Forces and for Production Workers, Wilson Sporting Goods Co. is producing large quantities of Crash Helmets, Camp Cots, Aviator Kits and other war equipment.

### TUNE IN WILSON'S WEEKLY ARCH WARD'S SPORTS PREVIEW!

Every Wednesday  
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E.W.T. Over  
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## Doing a Tremendous Job

Since before Pearl Harbor we have been championing the cause of America's sports—fighting to have them recognized as a vital wartime asset to our country and our people.

Our new book "The Human Machine at War" sums up that campaign to date—puts it all between two covers in one concentrated, smashing punch. We believed this book would "do the job" for sports, and for you who are so intimately concerned with sports as an indispensable part of the American life we are fighting to preserve.

Over 25,000 copies of "The Human Machine at War" have been printed. We have presented copies

to thousands of important men in government, in the Army, Navy and Air Forces, in industry and sports—and thousands have been requested by sports fans to date.

The response has been amazing. This book is doing a great liaison job for sports. It is converting thousands. It will add further to the conviction, now mounting higher and higher, that America's rugged, competitive sports must be a part of any program designed to train our fighters and our pre-induction youth—and to keep us a physically fit nation in peace as well as in war. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

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