

GOLF *in the* WAR

WILSON SPORTING
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Chicago, New York and
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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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SPORTING GOODS

IT'S WILSON TODAY IN SPORTS EQUIPMENT

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.