

# GOLF *in the* WAR

WILSON SPORTING  
GOODS CO.



Chicago, New York and  
other leading cities

## GOLF HAS WON A BATTLE

...Has a Battle  
Still to Win...

By **L. B. ICELY**, *President*

THE efforts we have made through Wilson Sporting Goods Co.'s advertising pages and through other channels to win a proper recognition of the place of sports in the war program have brought full reward in the satisfaction of accomplishment.

Of the contributions made to the war by sports, I feel a particular gratification in the record of golf. Its handicaps have been particularly numerous and great. Its achievements deserve corresponding high praise.

Though long played by millions, the taint of its early associations chiefly with the "leisure class" placed it on the doubtful list as a wartime essential in the minds of many people.

Golf had also the handicap of requiring the maintenance of the conspicuous and expensive equipment represented in country clubs and golf clubs associated with leisurely pursuits.

The very golf balls and clubs on which its life depends required critical materials which the war has denied.

That golf has survived all these handicaps to prove its value as a contributor to production fitness and wartime morale is, to my

mind, one of America's triumphs. The one threat that remains to continuance of play in wartime is the shortage of golf balls. This summer will bring that threat so closely home to every player that I believe its very seriousness will bring the remedy in the form of a country-wide response to our appeal for used balls for rebuilding.

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## '44 GOLF OFF TO GOOD START

Golf in California is already on its way to a highly active year, reports Francis J. Powers in the "Chicago Daily News," and spectator interest is matching player interest, as attested by an all-time high attendance totaling around 25,000 in a four-day January tournament in Los Angeles and a 15,000 turnout in San Francisco. Sensational play in both tournaments fully justified the spectator interest, Mr. Powers reports.

Out in Hollywood, golf was already a matter of course as early as January, and a 36-hole pro-amateur charity meet with a best ball score of 119 featured leading professional players. Pros then moved on to Arizona to play in the Phoenix \$5000 open golf championship, and to San Antonio for the \$5000 Texas Open Golf Tournament.

Whereas, snow should have been banked four feet deep against the bunkers, the lure of an open fairway was too strong for more than a hundred golfers who turned out with broad grins during the last week of January to play a few rounds at Sunningdale Golf Club. The only gloom in Toledo that week was found at the Toledo Ice Yacht Club.