GOLF in the WAR

WILSON SPORTING GOODS CO.

As the war spread over the world, Wilson Sporting Goods Co. early foresaw that golf would be pushed aside as a non-essential unless people generally recognized here, as they did in England, its vital place in the war program.

Modern War's Requirements
Though participation in sports had increased throughout the country, the people of America were still sub-standard physically as compared with the requirements of a modern all-out war effort.

Wilson Fights for Golf
To that end, long before Pearl Harbor, and with redoubled effort since Pearl Harbor, we have devoted our efforts, our thought and our advertising space in leading publications to stimulating interest in physical fitness and to promoting wider participation in golf and other sports.

Millions of messages on this vital subject have gone out to Americans over my signature urging cooperation with the Government's physical fitness programs.

We have every reason to believe that

April, 1943

COLD, HARD FACTS about the Fate of Golf

Golf, for the duration of the war—lies in your hands. Club managers and pros all know that without a continuing supply of golf balls the game is as good as dead. Only one thing will enable us to produce golf balls, and that is for you to impress upon members the importance of turning in to the “Pro” every golf ball they can dig up... in lockers, golf bags, offices and homes. Send these used balls to us regularly for Wilson “accurated” rebuilding that keeps golf going.

Our hands are tied in our effort to keep golfers supplied unless you send in used balls for rebuilding.

President
Wilson Sporting Goods Co.