IT is our belief that America must become more sports-minded and more sports-active. Since long before Pearl Harbor we have voiced this belief nation-wide. And we have sponsored the need of adequate sports equipment to keep America playing the games and sports that can do so much to keep us healthy and strong.

Under the above general heading, we have prepared a campaign with which we plan to impress our Nation’s leaders and the American people with the importance of physical fitness among all our people—as a vital factor in the war and in the postwar world.

The first of the series of messages is already flashing its appeal to millions of people . . . especially to our potential fighters, their folks and our Army, Navy and government leaders. It is reproduced to the right.

Others featuring The Human Machine on The Production Front, The Home Front, and the Postwar Front will follow.

Golf plays a definite part in the nation’s physical fitness needs. Millions of our important civilians depend upon the relaxation and exercise that golf alone can provide. It is one of America’s many games that we hope our campaign on physical fitness will help to maintain. Our millions of golf enthusiasts must continue to have this aid to health and efficiency. They will need to be in the best possible physical condition to be able to carry on their duties while the war lasts, and in the equally busy and tense days of postwar readjustments.

July, 1943
A SERVICE GOLFERS CAN RENDER THE NATION

As a direct contribution of golfers to the Nation, Tom McMahon, president of the Chicago District Golf Association, proposed that every golfer contribute a dime for Red Cross and other war relief agencies each time he plays a round.

Estimating that, even in wartime, Americans will play 30,000,000 rounds of golf this year, the clubs would, by this method, collect some $3,000,000 for war relief.

Cancellation of many tournaments, such as those which last year made big donations, requires a plan of this character, Mr. McMahon feels, to make up the difference. The “Dime-a-round” plan if put into effect throughout the country may not only provide a big sum of money sorely needed by war relief agencies but may also, through its patriotic appeal, help keep golf popular with the Nation during the war.

WANTED!

Millions of “conked” Balls to keep Golf alive

Don’t let a single used golf ball go to waste this season if the game of golf is to live through the war.

Urge every player to turn in balls before they are badly damaged and while still in good condition for rebuilding.

Wilson Sporting Goods Co. has its “accurated” rebuilding prescription ready to put sick balls back into the game as fast as you send them in. We are equipped to handle all the golf balls we receive for rebuilding. There will be enough to save the game if every club and every pro gives loyal service in recruiting all available used balls for rebuilding.

Save those “conked” golf balls. Wilson “Accurated” rebuilding will turn them into freshly covered rebuilt balls.
Wilson Quality Serves the Nation
IN SPORTS EQUIPMENT • • • IN WAR EQUIPMENT

Doing everything permitted under war restrictions to keep golf and other sports alive in the interest of the Nation's wartime physical fitness is now but a part of Wilson Sporting Goods Co.'s activity in the war effort.

Quality sports equipment for the armed forces...and some for civilians, too, such as Wilson's "accurated" rebuilt golf balls...are keeping part of our facilities busy.

But the Wilson reputation for quality has also brought to our plants many orders for war equipment to the production of which our facilities have proved adaptable.

Crash helmets to protect the heads of rough-riding tank men now flow off the lines that used to produce Wilson football helmets.

Machinery and personnel that once turned out thousands of golf bags now provide camp cots and tents for our fighting men's comfort throughout the world.

Another Wilson department speeds production on aviators' kits to keep up with requirements of our rapidly growing air force.

Whether the demand is for these vital war needs or for sports equipment for training camps, for soldiers' recreation, or for civilian physical fitness programs, Wilson quality has the call and our organization is "in there pitching" to help bring victory nearer.