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.