THE NEW COACH... On the Home Front

An important war job for the wives and mothers of America

Wilson Sporting Goods Co. and Wilson Athletic Goods
Chicago, New York and other leading cities

We need a woman with a head for the things we hold dear, we cannot neglect these homes-until town which we depend for victory.

America's fighters must be made and kept physically fit for a strenuous fight against enemies who have lived and trained for war these children.

And this is where the patriotic women of America—women trained of just as sturdy stuff as any woman in the world, can do another important job.

We need a Coach in every home where a boy is attending military camp or a child.

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NOTE TO COACHES: The above message is part of our nation-wide drive to win ALL of America on the importance of America's sports

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mum strain on transportation.

With the approval of their club officials, Pros near Army and Navy bases have played host to many servicemen, and the P. G. A., in collaboration with the Western Association, has brought many 12 to 17-year old boys into touch with golf through its carefully planned caddy welfare program.
GOLF CLUBS THRIVING

While numerous golf clubs in outlying districts have had to close, those more fortunately situated have, in a majority of cases, remained open and are doing a thriving business, with collections from dues averaging 10 to 20 per cent ahead of last year.

Some clubs are maintaining only nine holes, with members in certain cases lending a hand in their care. Portions of some club grounds have been converted into Victory Gardens tended by members.

Most of the professionals who have entered the service have kept on playing golf during their training periods, but Byron Nelson figures that the war will affect their scoring ability to the extent of shifting the winning scores of major 72-hole events from a pre-war range of 278-282 strokes to a post-war bracket of 288-290.

“Match Play”

George Von Elm, star amateur golfer in the late '20s, solved a problem in a recent round at the Lakeside club in Los Angeles. He hit a shot into a trap and upon coming to his ball he discovered it had rolled into a paper sack. The rules prevented him from moving the bag because he would move the ball. George found this no problem at all. He merely lit a match, touched it to the bag and exploded out when the bag had burned.

1944 GOLF DEPENDS ON '43 USED BALLS

Take care of those “conked” balls and send them in for rebuilding if you want golf to go on in 1944.

Turn them in to your Pro or a Wilson dealer before they are too badly damaged. Wilson Sporting Goods Co.'s “accurated” rebuilding will provide another season's play for millions of golfers if every player says to himself “This means me.”

Only by loyal cooperation of every player, every “Pro” and every club can enough freshly covered rebuilt balls be produced to meet the requirements of the 1944 season.

Go through your locker, your golf bag and your home closets and start those old balls on a new career of usefulness today! Golf means war-time physical fitness.
Wilson's Greatest War Contribution is "Maintenance of Quality"

Sports equipment for the armed forces and such sports equipment as we are permitted to manufacture from our restricted materials for civilian use, is as important to the war effort as the crash helmets, camp cots and aviators' kits that we make for the men on the front lines.

We feel that the greatest contribution we can make to the war effort is to maintain Wilson quality in every department of our war-time manufacturing operations.

Sports build strength into our armed services and sports build strength into the Nation behind the armed services. The greater the demand the more important it is that the available sports equipment be of the best and most lasting quality.

HIGHLIGHTS OF AN ACTIVE GOLF SEASON

Eight of the Big Ten colleges played in the 22nd Western Conference Golf Championships at the Tam O'Shanter Country Club in Chicago.

Iowa high schools held district golf meets in six cities early in the season with a championship tournament in May at Iowa State.

Six schools competed in the annual Milwaukee Suburban Conference held at the Lincoln Hills course.

The North-South Open Championship was held as usual at Pinehurst, though limited to civilian players over 38 years of age, and servicemen.

The Western Advertisers' Golf Association held four tournaments this year.

The New York State Golf Association held three tournaments at Lake Placid in July. The Metropolitan Golf Association completes a ten-tournament schedule in mid-September.

IT'S WILSON TODAY IN SPORTS EQUIPMENT
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