

GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

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.

these efforts have assisted materially in maintaining recognition of the important role of sports in the war effort.

Bob Jerry
President
Wilson Sporting Goods Co.

Golfing Interest Great as Ever

UNDER conditions of wartime pressure the desire to break away from routine tasks for the recreation and exercise that golf provides will be stimulated rather than diminished; but, in these days, golf encounters competition from many new quarters.

It must combat pressure of time, gas rationing and restrictions on equipment.

No longer can you depend upon golf alone to bring the membership out in force. Like many industries, you have a serious task of wartime "conversion" to perform.

Your club, under today's conditions, can flourish only if you create multiple attractions, designed to bring people to the club.

The skill and energy with which you create these multiple club attractions will determine the extent to which members will consider attendance worth while. Golf, today, must "share the ride" with dining and bar service, social life and entertainment.



Executives Need Golf ... says Gene Sarazen

"I have been traveling from one end of the country to the other, and the thing that has struck me most forcibly is the condition of men at the heads of companies involved in war work . . . They're flabby! . . . The big trouble is, they don't allow themselves some portion of the day for exercise . . . I'm naturally prejudiced in favor of golf . . . but I'd suggest anything that will get them out in the air for healthful activity each day."

Gene Sarazen

**DON'T
let this happen
to YOU**

... if you want to keep golf going



Bill, I feel "top hole" today. Let's get some new golf balls.



Hi-ya, Jack! Let's Wilson

Golfdom

WILSON PLANTS ARE AT WAR

If you visit the plants of Wilson Sporting Goods Co. today, you will be proud to see the activities here directed to the winning of the war.

You will be amazed at the fact that so many departments which normally turn out quality equipment for sports and exercise are now converted to the manufacture of less familiar war equipment. But you can find satisfaction in the thought that every wheel turning in the interest of the war effort is helping bring nearer the day when the pleasure of peacetime life can be enjoyed to the full again.

Those leather helmets you see coming off the line by the thousands are not football helmets, but *crash helmets* to protect the heads of our men in the front.

Those thousands of yards of canvas are no longer going into golf bags and sports equipment, but into cots and tents for American troops in many lands.

That department over there is now busy



with the production of *aviators' kits*.

We trust that materials will be allotted in sufficient equality to assure ample replacement of equipment for vital wartime sports programs. But, meanwhile, we're busy on aviators' kits, crash helmets, cots and tents for the boys on our world-wide fighting fronts.



have a half dozen
balls.



Sorry, Mr. Blake, I haven't a single
ball in the shop.



W-H-A-T!!!! Didn't you send any used
balls to Wilson? That's terrible!!