

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.