

# GOLF *in the* WAR

WILSON SPORTING  
GOODS CO.



Chicago, New York and  
other leading cities

## THE HUMAN MACHINE

*On The War Front,  
The Production Front,  
The Home Front  
and the Postwar Front*

By L. B. ICELY, President

MANY golf clubs in all parts of the country have made their facilities available to service men stationed in their vicinity and to soldiers and sailors on leave.

While it is natural that every club manager should concentrate on this effort to aid the men and women in the service, it is an equally patriotic and perhaps even more important role of the golf clubs to encourage the game among war workers in nearby plants.

In the second of a series of nation-wide messages addressed to millions of readers of prominent magazines we are endeavoring to arouse the country to a greater appreciation of golf and other sports as a means of maintaining the efficiency of The Human Machine on the Production Front.

In recent visits to war production plants I have been struck with the keen desire of recreation heads to secure the cooperation of all organizations possessing sports facilities in the vicinity of their plants.



### The Human Machine on the Production Front

THE Human Machine, operating through a 24-hour shift and working to better than 100% efficiency a day long average production schedule and a 24-hour shift from one successful accident and injury. This is not enough. Not only this is the BIGGEST THING that goes into the production of the U.S. and the average man's life when on the job but he is the only one who can do it. The time for the production of all kinds is only a fraction of the production and progress has that time back to the point of all other things.

When the Human Machine is in the shop, every effort of the Human Machine is to be in the shop to produce the maximum amount of production.

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**Wilson**  
SPORTS EQUIPMENT

• • • ITS WILSON TODAY IN SPORTS EQUIPMENT • • •

Club managers, by calling on the personnel director or chairman of the recreation committee in such plants may find that in promoting organized play for war workers, the factories can make some approved economical arrangement for the transportation of the players.

Collaboration with those in charge of industrial recreation may offer you an additional opportunity to serve the country and at the same time to serve the cause of golf.

**DIAMONDS  
IN THE  
ROUGH**



**T**O THE GAME of golf, your game and the game of millions, used golf balls are today like diamonds in the rough. From them alone can new, sparkling white, rebuilt Wilson golf balls be made.

Dig up these diamonds in the rough—these valuable used golf balls. Send every one you can find to us for reshaping—recovering—refinishing. For them you will receive freshly covered Wilson “accurated” rebuilds. Without them the future of wartime golf is gloomy.

Do this now if you expect to have enough Wilson golf balls for your players for the balance of this season and in 1944. Don’t ignore this appeal. It is urgent. Have your caddy boys comb the rough for these precious “diamonds.” Urge your players to search their lockers, homes, garages, offices, old golf bags. Millions of used golf balls have yet to be turned in.

Our new campaign, now appearing in leading magazines, continues the crusade for wider recognition of golf and other American sports as a prime factor in our country’s progress. We must be physically fit people, now and after the war. Read these stirring messages featuring the Human Machine on the War Front, the Produc-

tion Front, the Home Front and the Postwar Front. Get behind this campaign yourself. Golf is a sport that affects millions. When the war is over and restrictions are lifted, golf should experience the greatest boom in its history. We are preparing the way. Do your part in this crusade.

**IT IS ESTIMATED  
THAT PLAYERS HAVE  
FAILED TO TURN IN  
12 MILLION  
GOLF BALLS  
SUITABLE FOR  
“ACCURATED” REBUILDING**

# Wilson is in there Swinging...

WITH SPORTS EQUIPMENT... WITH WAR EQUIPMENT

We are getting great news from every war front these days as United Nations forces swing into position for the kill on a dozen fronts from the Aleutians to New Guinea and from Sicily to Murmansk.

The tremendous faith of both Army and Navy in the ability of competitive sports to build fighting men who can win has placed Wilson Sporting Goods Co. in a post of honor on the production line.

The Q.M.C. and other services are depending on us to supply a big share of the sports equipment required for expanding programs in many training camps and for the recreation of the hundreds of thousands of Americans overseas.

At the same time the Wilson reputation for quality has brought us many orders for aviators' kits, camp cots, crash helmets and other war material urgently required in camp and field.

We are "in there swinging"—doing our best to match the fighting performance of our Army and Navy by meeting both demands adequately and well.



## BUILDERS OF MARTIN BOMBERS PLAY GOLF

Golf has been an important part of the huge recreational program of the Glenn L. Martin Co. for the past year. Among the thousands of employees of the great bomber plant two tournaments were organized last year on schedules permitting participation by players from all three shifts. At the conclusion of the two tournaments the company's Recreation Committee made a special event of the finals in which the top flight players of each group were matched against each other. The company presented the winners with handsome cups and other trophies.

In the opinion of Glenn L. Martin, both absenteeism and a sluggish inefficiency on the job can be largely eliminated if workers will spend a fair portion of their spare time in outdoor recreation.

Golf fits this specification perfectly.

IT'S WILSON TODAY IN SPORTS EQUIPMENT

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