

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 thousands of tools and machinery to hasten the war effort, needs the recreation to help him. A 10-hour a day (not 24-hour) production line is a long day for the worker. This is not enough, however, to be the BIGGEST THING—how many mechanical parts of production do YOU and the average worker know where on the job he has the ready availability of all the time and facilities of all kinds in only a fraction of the production and storage cost that other means lack of these facilities would mean.

When the recreation staff for a war machine, worker, enters the Human Machine, it is the idea to good use in a war production plant.

Approved athletic, baseball, basketball, tennis, roller ball, handball, badminton, and football are the sports that are most popular and most profitable for the worker. These sports are also the most profitable for the worker.

Many workers find time using recreational sports and recreation facilities to help them in their work. They should be encouraged to do this in their spare time.

The recreation head has his own set of responsibilities. He is not only a recreation head, but also a recreation head. He is not only a recreation head, but also a recreation head. He is not only a recreation head, but also a recreation head.

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

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.