

**DIAMONDS
IN THE
ROUGH**



TO 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**