

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

IT IS our belief that America must become more sports-minded and more *sports-active*. Since long before Pearl Harbor we have voiced this belief nation-wide. And we have sponsored the need of adequate sports equipment to keep America playing the games and sports that can do so much to keep us healthy and strong.

Under the above general heading, we have prepared a campaign with which we plan to impress our Nation's leaders and the American people with the importance of physical fitness among *all* our people—as a vital factor in the war and in the postwar world.

The first of the series of messages is already flashing its appeal to millions of people . . . especially to our potential fighters, their folks and our Army, Navy and government leaders. It is reproduced to the right.

Others featuring The Human Machine on The Production Front, The Home Front, and the Postwar Front will follow.

Golf plays a definite part in the nation's physical fitness needs. Millions of



Agility

*The most valuable physical
asset and best protection
of our fighting sons*

THE MOST valuable "Human Machine" in any mechanized army today is the boy who can do a maximum of damage to the enemy with a minimum of damage to himself.

The agile boy who can flip to the ground—then leap to his feet and charge ahead, all in a flash—

The boy whose agility makes him just a fraction of a second faster at ducking into a fox hole, or a trench, under a sudden machine gun burst or a bomb—

The boy whose skill and agility give him a split-second advantage with a layonet thrust, a knife slash or a hand grenade—

The boy who sees, decides and acts just a shade faster—on land, on sea, or in the air—

These are the boys who are the best fighters—who are able to take care of themselves anywhere—and whose chances of coming back intact are 100% better than those who do not have these skills and abilities.

Actual physical fitness records of this war prove that the boys whose basic military training and basic calisthenics are supplemented by baseball, tennis, boxing, football, basketball, track, judo, etc. develop skills and abilities that make them the best fighting men in the world.

And our American boys must develop these skills and abilities in

school, in college, on our sand lots and play fields, in training camps and behind the lines, if they are to be physically fit to meet the fanatically conditioned fighting men of our enemies.

No machines of this highly mechanized war are so essential to our success as these fine "Human Machines" that carry the hopes of America's freedom into the front lines of battle.

Could anything be more important than the equipment that is necessary to give them this priceless physical training?—to develop not only the strength and endurance, but the skills and agility they must have to outfight enemies who have been trained for war since childhood!

So far as the materials made available to us, and facilities not engaged in war production permit, we will continue to supply equipment for the sports that help to make American fighting men the most efficient "Human Fighting Machines" in the war.

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

Wilson
SPORTS EQUIPMENT

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

our important civilians depend upon the relaxation and exercise that golf alone can provide. It is one of America's many games that we hope our campaign on physical fitness will help to maintain. Our millions of golf enthusiasts must continue to have this aid to health and efficiency. They will need to be in the best possible physical condition to be able to carry on their duties while the war lasts, and in the equally busy and tense days of postwar readjustments.

A SERVICE GOLFERS CAN RENDER THE NATION

As a direct contribution of golfers to the Nation, Tom McMahon, president of the Chicago District Golf Association, proposed that every golfer contribute a dime for Red Cross and other war relief agencies each time he plays a round.

Estimating that, even in wartime, Americans will play 30,000,000 rounds of golf this year, the clubs would, by this method, collect some \$3,000,000 for war relief.

Cancellation of many tournaments, such as those which last year made big donations, requires a plan of this character, Mr. McMahon feels, to make up the difference.

The "Dime-a-round" plan if put into



effect throughout the country may not only provide a big sum of money sorely needed by war relief agencies but may also, through its patriotic appeal, help keep golf popular with the Nation during the war.

WANTED!

Millions of "conked" Balls to keep Golf alive



Don't let a single used golf ball go to waste this season if the game of golf is to live through the war.

Urge every player to turn in balls before they are badly damaged and while still in good condition for rebuilding.

Wilson Sporting Goods Co. has its "accurated" rebuilding prescription ready to put sick balls back into the game as fast as you send them in. We are equipped to handle all the golf balls we receive for rebuilding. There will be enough to save the game if every club and every pro gives loyal service in recruiting all available used balls for rebuilding.

Save those "conked" golf balls. Wilson "Accurated" rebuilding will turn them into freshly covered *rebuilt* balls.

GOLF in the WAR

Wilson Quality Serves the Nation

IN SPORTS EQUIPMENT . . . IN WAR EQUIPMENT

Doing everything permitted under war restrictions to keep golf and other sports alive in the interest of the Nation's wartime physical fitness is now but a part of Wilson Sporting Goods Co.'s activity in the war effort.

Quality sports equipment for the armed forces . . . and some for civilians, too, such as Wilson's "accurated" rebuilt golf balls . . . are keeping part of our facilities busy.

But the Wilson reputation for quality has also brought to our plants many orders for war equipment to the production of which our facilities have proved adaptable.

Crash helmets to protect the heads of rough-riding tank men now flow off the lines that used to produce Wilson football helmets.

Machinery and personnel that once turned out thousands of golf bags now provide camp cots and tents for our fighting men's comfort throughout the world.

Another Wilson department speeds production on *aviators'* kits to keep up with requirements of our rapidly growing air force.

Whether the demand is for these vital war needs or for sports equipment for training camps, for soldiers' recreation, or for civilian physical fitness programs, Wilson quality has the call and our organization is "in there pitching" to help bring victory nearer.



OPEN YOUR COURSE TO MEN IN UNIFORM



American social life, family life, sports life, all center now in the man in uniform. You can serve the country and serve your club's best interests by offering club privileges free to the men in the service. Where they play, the civilian friends and relatives will play. And by attracting young service men to golf you will be building a future clientele for after the war.

IT'S WILSON TODAY IN SPORTS EQUIPMENT