

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 bayonet 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

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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.