

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 ★