

GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

WHILE WAR presents club managers and Pros with problems of keeping the game alive, it also offers the opportunity to make the United States a greater golfing nation than ever before.

Privileges to Service Men

By extending club courtesies to men in the armed services, many clubs have solved immediate problems, and, at the same time, built for the future of golf.

Free privileges to service men keep large numbers of players *in* the game and introduce thousands of new players *to* the game.

Clubs where service men can play without imposing upon personal hospitality, naturally attract many of the civilian friends of the soldiers, sailors and marines.

Wilson Helps to Preserve Golf

Since long before Pearl Harbor, Wilson Sporting Goods Co. has devoted its thought and effort and a large part of its advertising space in leading magazines, to the purpose of making the country aware of the importance of



THE CRISIS

The game of golf is seriously ill with "WAR-ITIS." There is no serum that will do any good. Only one thing will help.

If you want golf to get back its strength—to be the lusty, well-patronized game it always has been . . . if you want your club to keep going—you must gather together and cause to be gathered together by all your members and players, every used ball you can find. Then, send them at once to us for our "Accurated" rebuilding process.

The number of fresh "rebuilt" you get depends upon the number of used balls you turn in. Don't wait. This is the crisis. Gather up those old, used golf balls now. Unless you do that our hands are tied.

keeping golf and other sports alive to meet the Nation's requirements of physical fitness for war on the home front and on the fighting fronts.

Lois Jeely
President
Wilson Sporting Goods Co.

Golf Marches On Serving America

Club managers and Pros are doing a valiant job of keeping golf clubs operating under difficult circumstances.

Thirty-five Daily Fee courses in the Chicago area blazed a trail for the country in 1942, by showing how an offer of free privileges to service men could stimulate continued interest among the paying civilians in the game.

So successful was this policy that owners and managers of Daily Fee courses in the Chicago area met on February 24th to formulate plans for a wider extension of this practice.

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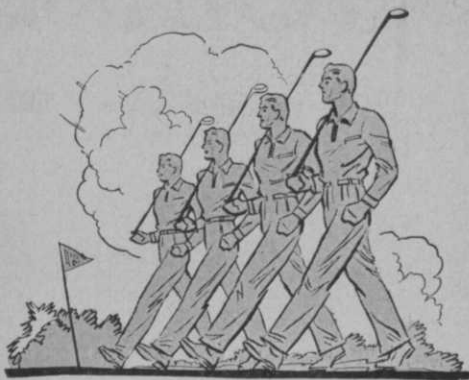
Byron Nelson, famous Texas golfing champion, has helped stimulate participation in the game by playing more than 35 matches for the benefit of war agencies.

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The 41st annual North-South Open Golf Tournament at Pinehurst Country Club took place as usual this year.

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A former president of the Professional Golfers' Asso-



ciation estimates that 50 percent of those now in the service are interested in the sport and 20 to 30 percent played before being called up.

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Probably 600 professional golfers, or 25 percent of the members of the association, are now in the armed services.

Golf marches on . . . in the armed services and in civilian life. The strength and length of its wartime march depends completely upon the volume of used balls players and Pros turn in for rebuilding.

PROS HELP MEN IN UNIFORM PLAY GOLF

Members of the Professional Golfers' Association, in cooperation with District Golf Associations and United Service Organizations, are working to make it easy for men in the service to play on available courses without charge.

If their ideas are put into practice, service

men who want to play golf can go to U. S. O. headquarters for a ticket that will entitle them to transportation and the free use of clubs, balls and course. Where the service men play the game will be actuated and more civilians will play.



IT'S WILSON TODAY M

Yes, we are still making sports equipment; most of it for the use of the armed forces, it's true, but some for civilians too . . . particularly Wilson "accurated" golf balls . . . in as great a quantity as returned balls will permit.

Some day we hope the situation will permit the Government to release a more generous flow of materials for the replacement of sports equipment essential to the expanding wartime physical

fitness program for

Meanwhile, our formerly produced for other leather goods crash helmets to protect our tough tank riders.

Our departments of fine Wilson golf bags full speed ahead in camp cots and tents shelter of men in camp.

SAVE GOLF BALLS and you SAVE GOLF

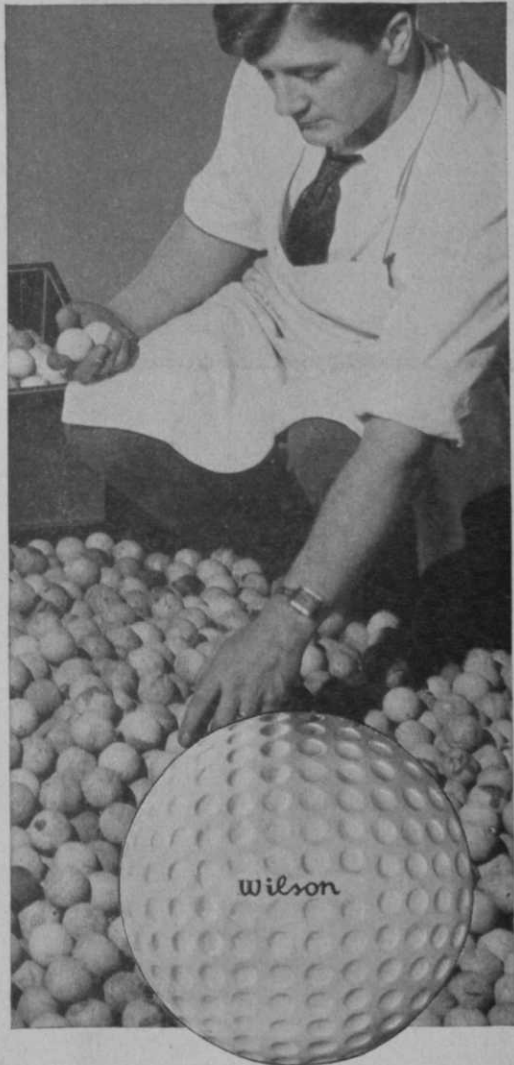
When the wily Japs stole a march on us in Malaya and the Dutch East Indies they scored a many-fold stroke against our national security.

They cut us off from our principal source of rubber for transportation needs . . . AND they made it necessary for our Government to restrict the use of rubber in the manufacture of sports equipment. This includes golf balls upon which the continuance of the game depends.

Only by gathering in every golf ball you can collect, and turning them in, can re-built balls be produced in a quantity that will keep the game alive. Players, too, should be cautioned to turn in balls before they are badly damaged and while still in good condition for rebuilding.

Send every ball you can lay your hands on to Wilson Sporting Goods Co. for "accurated" rebuilding.

**Save those "Crooked" Golf Balls and
get fresh WILSON "ACCURATED"
REBUILT GOLF BALLS!!**



SPORTS EQUIPMENT

ilians.
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ball helmets and
now turning out
tect the skulls of
at used to produce
s are now driving
the production of
r the comfort and
s and at fighting

fronts throughout the world.

Another of our departments is racing to keep up with orders for *aviators kits* for our flying fighters.

Whether it's sports equipment for training camp programs and the recreation of soldiers behind the lines, or the other things required by combat forces, it's Wilson, today. In war as in peace, Wilson quality sports equipment is always in front rank demand.

