

# 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 J. J. J.*  
President  
Wilson Sporting Goods Co.