

GOLF in the WAR

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GOLF HELPS SERVICE ORGANIZATIONS

By L. B. ICELY, President

THOUGH big tournaments have been fewer this year, those that have been held have, in most cases, contributed earnings to service organizations or boosted the sale of war bonds. Available pros have also given many exhibition matches to raise funds for the benefit of those in the armed services.

Many country-wide club competitions have been sponsored by the U. S. G. A., the proceeds going to the Red Cross, the National War Fund, the United Service Organization and other such services.

The P. G. A. has been extremely active in making golf an important fund-raising factor for war-time service agencies. Its nation-wide program of exhibition matches has brought large sums to the Red Cross, U.S.O., etc. Matches have been consistently so arranged that they put a mini-



THE NEW COACH . . . On the Home Front

An important war job for the wives and mothers of America

UNTIL NOW, no American mother, as she tucked her little boy into his crib, had had to face the frightening thought that some day he would have to be a soldier. Our mothers have been spared that fear.

But today our women are sisters to the mothers in militarized foreign lands. War has come upon us. The sons, brothers and husbands of millions of American women are now, or soon will be, fighting soldiers of America—fighters for freedom.

And the men of other millions of our women are busy, or soon will be busy, producing the materials of war for our fighting men.

Now, with America determined to fight to the death for the things we hold dear, we cannot neglect these human machines upon which we depend for victory.

America's fighters must be made and kept physically fit for a winning fight against enemies who have lived and trained for war since childhood.

And this is where the patriotic women of America—women made of just as sturdy stuff as any women in the world, can do another important job for victory, and for postwar progress.

We need a Coach in every home where a boy is approaching military age. A coach, with a mother's love, to inspire this youth. To keep him playing your rugged American sports, which develop



the strength, the skills and abilities that will assure him a better chance to win—and to come home from the war with a sound mind in a sound body.

The boy who can run a little swifter—who can keep into a bushole or trench a fraction of a second quicker—whose hands and feet and brain work a split-second faster—will be a more competent and resourceful fighter because of that greater agility. In America's competitive sports—on our sandlots and on our school, college and university playgrounds, he can get this precious training. See that he gets it.

We need a Coach in every home where there are war-workers and civilian workers on the Home Front. A Coach with a mother's deep interest—a wife's love—to keep these indispensable men exercising—playing their golf, tennis, badminton, softball, volley ball, doing their calisthenics, taking walks, gardening, etc. They, too, must be kept strong for the job ahead of us during the war and after the war.

We need a Coach in every home where there are growing daughters—a Mother-Coach. She must see that they develop the health and vitality—through regular exercise—that America's women must have to meet the problems of the war and the postwar age.

Wilson Sporting Goods Co., and Wilson Athletic Goods
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Wilson SPORTS EQUIPMENT

NOTE TO COACHES: The above message is part of our nation-wide drive to call ALL of America to the importance of America's sports to the physical fitness of our people in every branch of the war effort and the postwar effort. L. B. Icery, President.

imum strain on transportation.

With the approval of their club officials, Pros near Army and Navy bases have played host to many servicemen, and the P. G. A., in collaboration with the Western Association, has brought many 12 to 17-year old boys into touch with golf through its carefully planned caddy welfare program.