

GOLF in the WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

LET'S BEAT THE GOLF BALL FAMINE!

By L. B. ICELY, President

THE only blight on my confidence about the ability of golf and other sports to contribute their full share to America's war effort right through to victory has been the failure of golfers to respond in sufficient numbers to the appeal for used balls.

Just in case my own voice has grown monotonous to you on this subject, let me turn my space on this page over to an authority whose approach may be more compelling.

Mr. Charles Bartlett, writing recently on the Chicago Tribune sports page said:

"Golf, since the war began, has survived myriad difficulties, such as transportation and man power shortages, but 1944 presents every individual who plays the game the most serious problem in the history of the sport—that of conserving golf balls by means of returning old and damaged ones to manufacturers for reprocessing.

"The seriousness of the situation can best be illustrated by statistics released by one of the leading manufacturers. During 1941, approximately 2,000,000 new golf balls were sold through all outlets. In 1943, no new golf balls were manufactured by anyone, and the quantity of reprocessed balls available from all sources amounted to only 25 per cent of the new ones sold during 1941. This year, the number of pellets sent in for reprocessing is negligible to a point where those actually



**"Hey! Get me out of here
I WANT TO HELP!"**

• Only one thing can keep golf in the doldrums in 1944. That is for you to treat the golf ball situation lightly. You can't just let "George" do it. The only source of decent looking, playable golf balls this year is *rebuilt*. And the only source of *rebuilt*s is those old roughed-up and cut-up balls with fairly sound cores to build on.

To get enough of these old balls that are suitable for Wilson *Accurated* rebuilding

means that all the old balls hidden away in out-of-the-way places must be dug out and sent in to us. It means that not only you professionals, but *all your players and members* as well must do this. It's got to be an all-out drive for old golf balls. And it's up to you, *strictly*. You get 'em to us. We'll rebuild 'em—and *good*. Wilson Sporting Goods Co., Chicago, New York and other leading cities.



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GOLF EQUIPMENT

TUNE IN
WILSON'S WEEKLY
ARCO-WEAVER'S SPORTS REVIEW
Every Wednesday Night
Over Mutual
Country Road program for
Reno and Victor

IT'S WILSON TODAY IN SPORTS EQUIPMENT

available will be far less than the 1943 figures unless full cooperation is obtained from every golfer.

"That cooperation was lacking to such an extent last season that the famine will reach a drastic stage unless golfers pitch in and conduct personal roundups of old, cut and otherwise damaged golf balls and forward them for reprocessing. Lest golfers feel that the present appeal is another cry of 'Wolf!', they should also know that no golf balls, either new or reprocessed, are being withheld by any manufacturer and indications point to the fact that no golf balls will be made from either natural or synthetic rubber this year."