

GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

IT'S EASY TO DO—TURN IN THOSE OLD GOLF BALLS TO YOUR PRO . . . GET FIRST CLAIM ON REBUILTS . . . A FEW OLD BALLS FROM YOU . . . AND A FEW FROM THOUSANDS OF OTHER PLAYERS MEAN HUNDREDS OF THOUSANDS OF GOOD BALLS THAT CAN SAVE THE LIFE OF GOLF.

Golf is Part of America's Future

THE basic idea of golf and all sports is to provide healthful recreation for those who want to play.

That the war has given an added significance to sports and made them a must for combat training and an essential in keeping fit for war production has not altered in any permanent way this basic purpose!

By keeping golf flourishing during this period, serving the nation's purpose in war, we may expect to see a broader voluntary enthusiasm for this sport as a means to physical fitness in peacetime as well.

There could be no greater benefit come to the people of the United States out of this war than that our people as a whole should learn to look upon golf

August, 1944

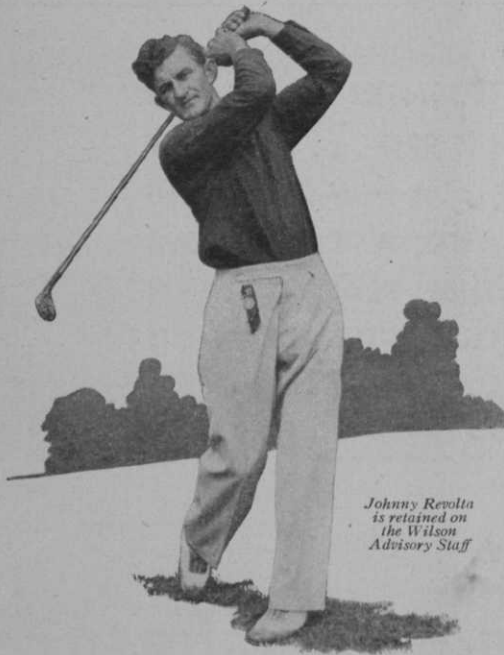
and other sports as pleasant recreation in which every man, woman and child should participate as a *privilege of right living.*

From this viewpoint it becomes more than ever the duty of every golfer to see that used golf balls are turned in to his "Pro" for rebuilding, so that he, himself, and everyone who wishes to play, may have the benefits of the game during wartime and may keep up an interest in continuing the game when peace comes. Golf ball rebuilts can help rebuild the physical fitness of the Nation.

President

Wilson Sporting Goods Co.

Golf Hits Great Wartime Stride



*Johnny Revolta
is retained on
the Wilson
Advisory Staff*

Women's Western Open Championship ends in one of the greatest finals matches ever played in the United States.

Chicago Victory National Open produces a record 64 performance.

Brooklyn policeman turns in a par 71 in the M.G.A. at Larchmont, New York.

Going is good in the revived Metropolitan Golf Championship at Sleepy Hollow, Scarborough, N. Y., suspended in 1941.

Proceeds from many tournaments are going to the aid of war service organizations. The Victory open in Chicago garnered a tidy sum for the recreation funds of hospitalized service men of World War II.

At Heather Downs on June 26th, the Toledo District Golf Association, the Toledo Chapter of the P.G.A. and the Toledo Public Golfers' Association sponsored their annual tournament for the benefit of war prisoners of the 37th Division.

Yes, golf—the grand old game—is doing its part in the war effort.



This fellow can save the game. No matter how badly battered and cut, turn in every used golf ball. It's the rubber core at the center, undamaged, alive and good as ever that will make a sound "rebuilt" and contribute several more rounds to the total of 1944 play. The production of thousands of Wilson "accurated" rebuilds does not interfere in any way with our production schedules on Crash Helmets, Camp Cots, Aviator Kits and other war equipment. Since December 25, 1943 the Army-Navy "E" pennant has floated proudly over the Chicago plant of Wilson Athletic Goods Mfg. Co. And only recently a white star has been added to signify that we continue to meet the test.

IT'S WILSON TODAY IN SPORTS EQUIPMENT

GOLF in the WAR



Patrick Henry, '44



He doesn't wear satin knee britches and pumps with big, shiny silver buckles. There's no powdered periwig on his head as was common in colonial days.

Patrick Henry of 1944, and there are millions of him today, is out there on the field of sports. His periwig is likely to be a football helmet, a baseball cap or a thick thatch of unruly hair. And his love of liberty may be expressed in sharp drives, in backhands or in base hits.

Perhaps you haven't thought of it this way, but in our American com-

petitive sports you have the finest exhibition of Democracy in Action since the days of the immortal patriot, Patrick Henry.

As these free-born youth of America meet in our vigorous combative sports they develop the initiative, courage and self-confidence of free men. They experience the privilege of unshackled ambition—of going as far as their strength, speed and skill can take them—without fear or favor. They learn the true meaning of independence, with due regard for the rights of others.

This is Democracy at work—the true American way—enjoyed in the U. S. A. as in no other land in the

world today. And you may be mighty certain of this: these American youth of ours—who live and breathe Democracy on our fields of competitive sports—will never willingly yield this freedom of action—this freedom to fight for any goal to which they aspire.

As mature men—our future leaders in business, industry, science and government, they will form a mighty barrier, millions strong, against which any form of radicalism—any form of regimentation which seeks to undermine the American Way of Democracy—will beat in vain.

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Wilson

SPORTS EQUIPMENT



IT'S WILSON TODAY
IN SPORTS EQUIPMENT

★ This is the third of the new series of Wilson messages to the nation discussing the vital importance of America's sports to the future of our country