

GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

"MANY AN HONEST HEART BEATS BENEATH A TATTERED COAT"

THAT's an old adage that holds true of golf balls today. Under many a badly battered, cut and bruised golf ball cover, hides a perfectly sound "heart" or center. And, believe it or not, it has come to a point in America's golf where this center in an old, badly cut golf ball may well be the salvation of golf in 1944.

Some of us had high hopes that we might have new golf balls made with synthetic rubber this season.

But many experiments and tests have ruled this hope out. Synthetic rubber, as of today, will not do for golf balls. It's a fine product and it gives the Japs another sock in the eye. It's good for tires, and even goes great in tennis balls. But, it's not just right for golf balls.

So, this year more than ever, it's going to be up to those honest "hearts" of prewar crude rubber, beneath the tattered coats of many thousands of used golf balls, to save golf.

We've done everything that the printed word can do—and so have others—to make players and Pros see the vital importance of corralling these old discards with battered covers, and of seeing that they get to Pro Shops at once.

Over these stout "hearts" we build new golf balls. Where the center is damaged we build it up to specified size and accuracy.



Then, by our Wilson Accurated System, we give them brand new covers. The result is golf balls that will perform within a fraction of the prewar golf balls.

There are no two ways about it. Either these used balls are collected; either lockers, golf bags, homes, offices, etc. are combed for the old balls—or many Pro Shops and Dealers are going to be badly short of golf balls this coming season. And many players are going to be forced to give up the game.

So, any one reading this article who is interested in seeing golf go good in 1944, had better take this golf ball situation seriously.

Either the old, used balls are collected and turned in in great volume—that means every player digging out every last ball he can find—or golf will be mighty disappointing.

Anything you can do to further the drive for old, used golf balls will be for the good of golf in your immediate precincts and as a whole.

L. B. Icely, President
Wilson Sporting Goods Co.

**"Good Evening,
Friends of American
Sports . . . This Is
Arch Ward"**



TUNE IN ARCH WARD'S SPORTS PREVIEW

Every Wednesday Night

As an added feature in our service to America's sports lovers we are now presenting an outstanding sports personality and authority over a coast to coast Mutual Network—each Wednesday night (previous to January 5th the program was on Friday night).

This personality—known over the length and breadth of the land—is Arch Ward.

In his Sports Preview—each Wednesday night, at 10:15 P.M. Eastern War Time, Arch Ward gives America's fans the

latest facts and predictions on current sports events. His percentage of winning predictions during the past football season was way up in the top eighties. These Sports Previews mark the first appearance of Arch Ward on the air, with a sponsor. And Wilson has been widely complimented for being the first to bring him to the millions of sports fans in a sports-awakened America. Tune in Wednesday night and join the many, many thousands who make this Wilson-Arch Ward program a weekly habit.

Sponsored by WILSON SPORTING GOODS CO.



The "E" for Excellence in War Production

On December 15th, 1943, at a very impressive ceremony, the Army-Navy "E" Award (given only for excellence in war production) was presented to the loyal Wilson workers of the Wilson Athletic Goods Mfg. Co. at our Chicago Plant. This award is a fitting reward for the loyal work of these patriotic Wilson men and women.

But it has an even more meaningful significance than that. It actually affirms the fact that Wilson athletic goods must be considered *war* equipment—that sports equipment is a definite part of the vast war production that is helping our boys and our allies' boys blast the Japs and Nazis out of this war.

For three years we have been telling

the world and the leaders of this war that America's sports must be continued and even augmented for the physical fitness of our fighters, our pre-training youths and our people.

As we see the "E" banner floating over our Chicago Plant, and note the "E" emblems so proudly worn by our workers, we feel that our efforts have not been without success. America's sports are recognized today as a part of this war effort—much more so than at any time since Pearl Harbor—and sports equipment is now recognized as war production. Long live America's sports—including golf which is the sole source of relaxation, fresh air and exercise for millions of America's men.

IT'S WILSON TODAY IN SPORTS EQUIPMENT