

# 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.

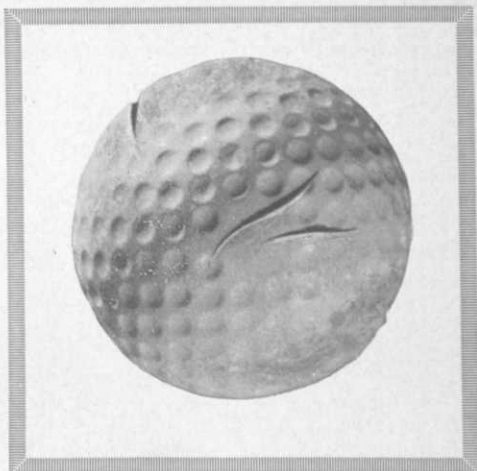
Some of us had high hopes that we might have new golf balls made with synthetic rubber this season.

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.