



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