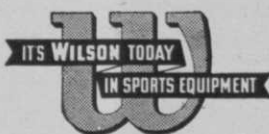


GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

GOLF MARCHES ON!

As the season progresses in this year of our greatest war strain, it is evident that golf—because of its value to our nation, will survive all the troubles that have beset it.

Tournaments are in full swing and golf courses, as far as transportation difficulties permit, are well attended.

Even the shortage of natural rubber for golf balls has been overcome by the cooperation of players with regards to sending in old balls for rebuilding.

Golf is an institution in America—a part of the health and relaxation programs of millions of people—and definitely a part of the American way of life. As a part of the war effort, golf is helping to sell millions of dollars worth of war bonds. But, even more important, it is helping to keep the home fires burning—helping to keep the home front physically fit to do its job while the war is being shaped for victory. Golf will con-

tinue to do its part in keeping millions of essential men on their toes during unavoidable strains of switching back to peacetime pursuits during those sure to be interesting days after the war.

Yes, golf *is* important—and has proved its right to a place in the war effort. *Golf marches on!*

President

Wilson Sporting Goods Co.



A WHITE STAR HAS BEEN ADDED!

All who fight for freedom in this great war do not carry guns, throw grenades, drive tanks, pilot planes, man ships or shoot torpedoes. Those who work long and hard, putting their hearts and souls and sweat into their jobs, are fighters, too—fighters also worthy of awards for valor.

Wilson Athletic Goods Mfg. Co., Chicago Plant.



**Backbone . . .
not Wishbone!**



If the Pilgrims and their loyal women folk had had wobbly wishbones in place of their sturdy back-

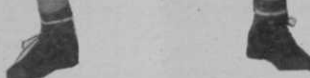
bones; if the backbones of the patriots at Valley Forge had been wishy-washy—America, land of the free today, could have ended in wishful thinking.

But the men who discovered, dreamed, worked and fought to build our great democracy, put their own steely courage into the backbone of this nation. It is backbone that *shows* whenever the chips are down.

You see it in our modern industrial marvels that began in a little iron-founder's shop less than two-centuries ago.

You see it in our scientific miracles—in our agricultural achievements—and in our mighty war effort, today.

Have you considered that the maintenance of America's superb backbone lies in our matchless *youth* power? It does.



Out there on the playfields of our great democratic nation, where our youth—our potential manpower—fight to the last ditch in friendly fierceness, for a coveted goal—in vigorous, man-to-man, competitive sports—the backbone of our nation is renewed and stiffened.

On these battle fields of competitive play our boys and girls, too, learn initiative, courage, determination, fighting spirit, will-to-win despite all odds, tempered with fair play.

And on these fields is inculcated into their minds and hearts an unrealized appreciation of what it means to live in a *free* America. Try to take this freedom of theirs away from them—this personal privilege to think and

dream and do in freedom—to be oneself—to fight for a goal and win it—and that realization will become a living flame. And in this fact is our greatest guarantee that America will continue to be the land of the free.

Wilson Sporting Goods Co. and Wilson Athletic Goods Mfg. Co. Inc., Chicago, New York and other leading cities.

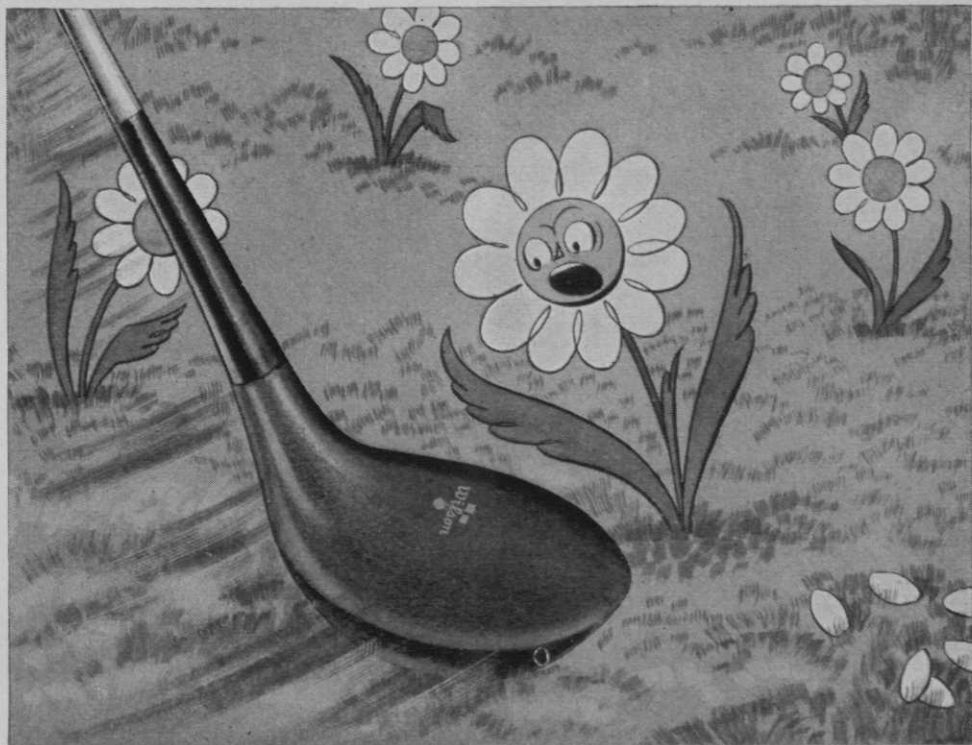
Wilson
SPORTS EQUIPMENT



**IT'S WILSON TODAY
IN SPORTS EQUIPMENT**

★ This is the second of our current series of national messages featuring the value of America's sports-trained youth to the future of democracy in our free land. Millions are reading these stirring tributes to America's sports in *Life*, *Collier's*, *Esquire* and other national magazines.

GOLF in the WAR



Will it come to "Daisy" Golf?

Those old, used golf balls you send in for rebuilding—the soiled, bruised and cut balls—are the **ONLY** source of fresh golf balls right now. If the old ones aren't turned in—well—you may see a lot of fellows out there swinging at daisies and dandelions.

Whether or not we ever come to such a

sorry pass as "daisy" golf before this war is over, is up to fellows like you. If you get your players to turn in every last used ball, and other Pros do likewise, there will be plenty of playable "rebuilt" to see us through. Wilson Sporting Goods Co., Chicago, New York and other leading cities.



Wilson Athletic Goods Mfg. Co., Inc.
Chicago Plant

Wilson

GOLF EQUIPMENT

IT'S WILSON TODAY IN SPORTS EQUIPMENT

★ The drive to keep America's golfers supplied with fresh golf balls has been a vigorous one. Wilson Sporting Goods Co. has done its share of gathering in old golf balls and of supplying our "accurated" rebuilt. *Golf marches on!*