



**Backbone . . .  
not Wishbone!**



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

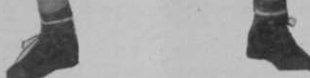
bones; if the backbones of the patriots at Valley Forge had been wishy-washy—America, land of the free today, could have ended in wishful thinking.

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.

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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.