

GOLF *in the* WAR

WILSON SPORTING
GOODS CO.



Chicago, New York and
other leading cities

WILL GOLF BE CRIPPLED?

By L. B. ICELY, President

THE many thousands of words that have been written, printed and broadcast—many thousands by Wilson Sporting Goods Co. alone—about the dangerous shortage of playable golf balls, are undoubtedly having an effect upon golf players. To those of morbid tendencies the game is as good as dead. But that is not my opinion. American people are sometimes slow to act—and golf players are certainly typical American people. So we have had to put the pressure on pretty hard to get them stirred up about the golf ball situation.

It *is* bad. Make no mistake about that. And unless we receive a volume of old, used golf balls for rebuilding, the game might easily be crippled.

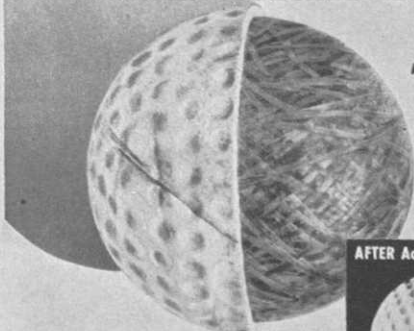
But we at Wilson Sporting Goods Co. believe the volume will be forthcoming. We will have to keep the pressure *on*—keep up the “hue and cry” for old balls, and so will



March, 1944

In most cases

THE DAMAGE IS ONLY SKIN DEEP!



Send used golf balls for rebuilding, or golf is sunk

No matter how cut and torn the cover, almost every one of your old golf balls has a sound undamaged core of precious natural rubber... still young and lively and ready to serve perfectly as the heart of a fine Wilson “accurated rebuilt”. Available stocks of renewed balls are shrinking. We must have new quantities of used balls to keep Pro shops and players supplied. This is an S. O. S. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

Wilson
GOLF EQUIPMENT

● IT'S WILSON TODAY IN SPORTS EQUIPMENT

AFTER Accurated rebuilding



PROS AND CLUB
OFFICIALS...

Please use every effort to get your members to turn in all available used golf balls, NOW—in time for Wilson 1944 accurated rebuilding.

all of you. But the old balls will be forthcoming.

America's golf players may have viewed the situation with typical American complacency. But, once aroused *they will come through* as Americans come through on any and all vital issues.

So please keep up the attack. Keep urging upon professionals and players alike the importance of every last used, cut-up golf ball. They usually have sound “hearts,” and about these sound hearts of real rubber we build new playable golf balls by the Wilson “Accurated” System. But neither we nor any other manufacturer can make any more “rebuilt” golf balls than the number of rebuildable used balls we receive. So, to keep golf rolling keep those old, used golf balls rolling in to us—and *keep the pressure on professionals and players.*

AMERICA'S EXECUTIVES NEED THEIR GOLF

By GENE SARAZEN

THE golf and country clubs of America can do a real job for this war if they will but keep on urging their business men members to keep on playing golf—and help make this possible.

Those thousands of men who hold important jobs in business and industry—who have the responsibility of producing the vast volume of equipment required by our fighting forces and allies are absolutely essential to victory.

Executives and production men who let themselves become physically unfit through lack of exercise—who drop golf because it's



the head of companies involved in war work . . . *They're flabby!*

"The big trouble is, they don't allow themselves some portion of the day for exercise. I'm naturally prejudiced in favor of golf, but I'd settle for anything that will get these men out in the fresh air for healthful activity each day."

Thousands of these important men in war work and in vital home-front activities play golf as a rule. They need it now more than ever, and nothing should stand in the way of it.

America's home-front and war production forces must be physically fit for their jobs just as our fighting forces must be fit for *theirs*.

Let's do everything we can to provide the place and the equipment for golf—and urge these valuable men to *take the time* necessary to keep themselves physically fit and on top of their jobs.



too hard to get away from business or because the club is not going good—or for any other reason, are innocent obstacles in the way of victory.

Gene Sarazen, world famous golfer and member of Wilson's Advisory Staff, says—"I have been traveling from one end of the country to the other, and the thing that has struck me most forcibly is the condition of many of the men at



Wilson Is Producing Materials for War

Yes, a manufacturer of sports equipment has a place in the production of equipment needed by our fighting forces—in addition to sports equipment.

In our factories today you will see leather helmets coming off the lines by the thousands. These are not football helmets . . . they are *crash* helmets worn by our heroic tank crews. Thousands of yards of canvas, formerly made into golf bags, are now making cots and tents for the comfort of our troops. Aviator's kits and other essential items are also being produced by the patriotic workers of Wilson.



ARMY-NAVY "E" AWARD PROVES THAT SPORTS EQUIPMENT IS NOW RATED AS WAR EQUIPMENT

For some months now the coveted Army-Navy "E" Banner has been waving in the breeze above the Chicago Plant of Wilson Athletic Goods Manufacturing Co. It was awarded to these loyal Wilson workers for "excellence in war production." In this case it was *sports* equipment, largely for the physical training and essential recreation of our millions of trainees, and at our army, navy and air force bases throughout the world.

March, 1944

Fast becoming the
most popular sports program
on the air

Wilson's Weekly
ARCH WARD'S
SPORTS
PREVIEW



Every Wednesday night over Mutual. See
local newspapers for station and time.

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SPORTS EQUIPMENT