

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.

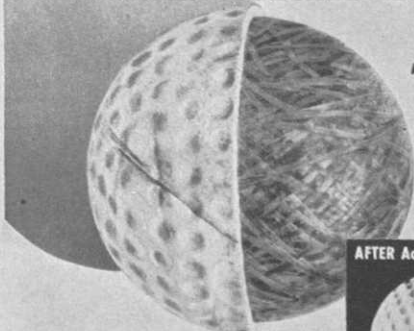
But we at Wilson Sporting Goods Co. believe the volume will be forthcoming. We will have to keep the pressure *on*—keep up the “hue and cry” for old balls, and so will



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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.*