Wilson’s Greatest War Contribution
Is “Maintenance of Quality”

Sports equipment for the armed forces and such sports equipment as we are permitted to manufacture from our restricted materials for civilian use, is as important to the war effort as the crash helmets, camp cots and aviators’ kits that we make for the men on the front lines.

We feel that the greatest contribution we can make to the war effort is to maintain Wilson quality in every department of our war-time manufacturing operations.

Sports build strength into our armed services and sports build strength into the Nation behind the armed services. The greater the demand the more important it is that the available sports equipment be of the best and most lasting quality.

HIGHLIGHTS OF AN ACTIVE GOLF SEASON

Eight of the Big Ten colleges played in the 22nd Western Conference Golf Championships at the Tam O’Shanter Country Club in Chicago.

Iowa high schools held district golf meets in six cities early in the season with a championship tournament in May at Iowa State.

Six schools competed in the annual Milwaukee Suburban Conference held at the Lincoln Hills course.

The North-South Open Championship was held as usual at Pinehurst, though limited to civilian players over 38 years of age, and servicemen.

The Western Advertisers’ Golf Association held four tournaments this year.

The New York State Golf Association held three tournaments at Lake Placid in July. The Metropolitan Golf Association completes a ten-tournament schedule in mid-September.

IT’S WILSON TODAY IN SPORTS EQUIPMENT

Oct-Nov-Dec, 1943