Introducing

Wilson Jet Woods

designed to boost your sales to your volume customers—the higher-handicap golfers!

Sold through professional golf shops

NEW IMPROVED WILSON TOP NOTCH WOODS
Head weight distributed on best inside-out swing groove power, Strata-Bloc heads. Rocket shafts. Fiber-maple inserts have scarlet bull's-eyes.

TOURNAMENT-PROVEN WILSON STAFF
MODEL 11 WOODS

NEW WILSON JETS
HAVE ALL THESE FEATURES:
1 Extra loft on the #1 wood
2 Shallower face with slight degree of hook
3 A #5 wood to reinforce the average player's long iron game
4 New, power-packed Rocket shafts to supply extra head "kick," help get heads through
5 Wilson Strata-Bloc heads—impervious to moisture, dryness, impact

Because so many golfers need woods like these . . . and because you can see so many of their advantages, new Wilson Jet Woods are sure to be easy to sell . . . sure to move faster than hand towels on a rainy day! Stock 'em deep now!

P.S. Better check your stocks of all-new Wilson Staff and Wilson Jet golf balls, too.

Wilson

...world's largest manufacturer of sports equipment

WILSON SPORTING GOODS CO., CHICAGO • Branch offices in New York, San Francisco and 26 other principal cities. (A subsidiary of Wilson & Co., Inc.)