



Mildred (Babe Didrikson) Zaharias describes a long drive to W. L. (Wallie) Robb (left), assistant to the president, and L. B. Icely, president, on the occasion of her contract signing as a member of the Wilson Sporting Goods Co. advisory staff.

THE "BABE" JOINS WILSON STAFF

The first one-two punch in women's golf has been completed by Wilson Sporting Goods Co. with the signing of the fabulous Mildred (Babe Didrickson) Zaharias to join the advisory board with Patty Berg.

After putting her signature on the dotted line Aug. 22, the Babe remained to take in Wilson's press luncheon and travel on to the All-Star football game the same evening where she went on the air for the announcement of her new affiliation with Wilson.

The Babe will represent Wilson in all of her exhibition play and as much as possible in her series of movie shorts and her approaching radio broadcasting program, both of which will start soon.

It is tentatively planned to introduce a set of clubs carrying her name in time for the 1949 line. The addition of this line will further extend Wilson's long established position in the field of women's golf clubs with the present Patty Berg line and Walter Hagen Golf division's American Lady line.

A series of exhibitions and clinics much along the type now being carried on by Miss Berg can be expected in the future featuring the colorful Babe and her superlative golfing ability.

"Babe represents one of the top names in golf," President L. B. Icely pointed out. "We feel she will be a real asset to the Wilson trademark for a long time to come."

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