

ANNOUNCING

the biggest Wilson advertising ever

A full season schedule of
four-color full pages in
Saturday Evening Post,
Sports Illustrated and Holiday!

216 large 400-line newspaper ads
hitting 42 major markets!

A total single audience of over 28
million people . . . over 91 million
reader impressions!



National Newspaper

WINEY TALKERS University Quits Miss Lucy STATE MIGHT PERSUADE USA TO GO EISENHOWER TO BACK NIXON
IN 1956? Because of Her Charges SOROKA FRANKS SUITS TO DEVELOP IF HE WANTS RENOMINATION

All this support is calculated to make 1956 your biggest year ever . . . and to help pre-sell your customers with nationally advertised Wilson golf equipment.

Wilson