



**There's a \$50,000,000
reason why
we're telling
this man
YOUR
STORY!**

THIS MAN is one of the 3,600,000 golfers who take golf seriously—who will spend an estimated \$50,000,000 this year in pro shops like yours. Wilson is telling your story by advertising in the very publications we know this man reads—Time, Sports Illustrated, Saturday Evening Post, Holiday, U. S. News and World Report, 116 big metropolitan newspapers, as well as The Golfer, Golf Digest, Golfing, Golf World and others.

Be sure you get your share of this \$50,000,000! Feature and sell the merchandise we're telling him about—Wilson Strata-Bloc Woods, Dyna-Powered Irons, and new '57 Staff Golf Balls.

Sales
Win With Wilson

Wilson Sporting Goods Co., Chicago • New National Headquarters at River Grove, Ill., a western suburb of Chicago • Fastest nationwide service from 32 branch offices. (A subsidiary of Wilson & Co., Inc.)