

MEMO to Golf Professionals

Here's Where Better Iron Design Pays Off—For You



Examining new playing features of an experimental Dyna-Powered model at Inverness are Arnold Palmer (left), Joe Wolfe, Wilson club designer, and Walker Inman, Jr. Palmer and Inman are members of the Wilson Advisory Staff.

You'll like the **new 1958 Wilson Dyna-Powered Irons—**
and so will your customers.
They make for better golf
and better sales, too.

Wilson Dyna-Powered Irons for '58 combine the suggestions and know-how of hundreds of touring and teaching professionals—turned into powerful reality by the top club designer of them all, Wilson's Joe Wolfe. As Joe says, "You professionals are the doctors. I merely fill the prescription!"

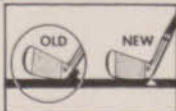
A closer look will show how the features recommended by you professionals will make these Dyna-Powered Irons SELL! One look and you know these irons are right. One swing and you're positive. Here they are, like money in the bank."

It's New—so naturally, it's Wilson!



Exclusive beveled leading edge plus bump sole increases head action to and through the ball.

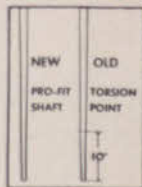
These New, Exclusive Features of the 1958 Wilson Dyna-Powered Irons Mean Better Golf, and Better Sales.



Pear Shaped Heel reduces turf resistance on all iron shots. Feature on 2, 3, 4, 5, 6, and 7 irons.



Snuggle Down Rocker Sole on 8 and 9 as well as pitching wedge permits solid hitting from tight lies.



New PRO-Fit Shaft with CMB* Formula—Cross section shows old and new. New PRO-Fit shaft has evenly graduated wall thickness for the first time in any shaft. Eliminates objectionable torsion effect and loss of power at impact.

*CMB—New chrome-manganese steel alloy, with boron added for toughness, by True Temper and Timken metallurgists.

Win *Sales* with Wilson

Wilson Sporting Goods Co., Chicago
Fastest nationwide service from 32 branch offices.

Wilson Dyna-Powered Irons are sold exclusively by golf professionals.