

MEMO to Golf Professionals...

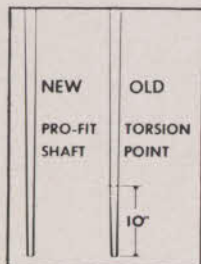
Here's Where Better Wood Design Pays Off For You!



Joe Wolfe, Wilson designer, places a loft gauge on a 1958 Strata-Bloc wood to demonstrate precise accuracy to George Keyes (left), professional at Old Elm C. C., Ft. Sheridan, Ill., and Lou Strong of Tam O'Shanter C. C., Chicago.

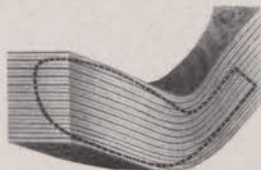
You'll like the *new 1958 Wilson Strata-Bloc Woods...*
and so will your customers!

They make for better golf... And these features mean better sales, too!



New PRO-Fit Shafts

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.



Bigger, Colorful Inserts!

Beautiful clubs! One look and you know they'll sell—one swing and you know they'll win! Newly developed finishes make the Strata-Bloc even more beautiful, give longer life!

Strata-Bloc Head Will NOT Crack!

Strata-Bloc construction is a Wilson exclusive. It provides the truest, most durable wood head made. No distortion of club face even in the most punishing extremes of temperature and moisture variation. Strata-Bloc is the ONLY wood constructed with pro-approved, built-in feel—PLUS long life for pro and customer satisfaction.

New Head Designs—Concentrated POWER!

For increased impact potential, choose from these head designs: Pear Shaped, Deep Faced, new Compact, and Conventional—all pro-approved!

Sales
Win with **Wilson**

Wilson Sporting Goods Company, Chicago, Ill.

Fastest Nationwide Service From 32 Branch Offices