SUPERIOR FEATURES of the new WILSON STAFF BALL

- New seamless thin wall center filled with Liquid X2F for crisper, longer "leap" on each shot.
- Special new type vulcanized thread for consistent compression...for greater resilience...for better impact recovery.
- Longer ball...better control.
- New markings don't rub or smear.
- Sharper, cleaner dimple—never fills in.
- A new white paint stays whiter...and retains gloss longer.

*Member Wilson Advisory Staff

You'll Be PROUD to SELL the New Wilson STAFF!

Win Sales with Wilson '57 STAFF Ball

Your members are entitled to the best in '57. The Wilson STAFF is the ball.
Talk it. Sell it. Show why Cary Middlecoff used it to win the '56 National Open—how he could use one STAFF ball for 14 holes in the final round.

Sold in Pro Shops Only

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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.)