There's scarcely a player on your course who doesn't want more distance—and better ball control. And that makes hot prospects for the new 1958 Wilson Staff Ball.

It has the life—
Accelerates to speeds one-third more than club head velocity at instant of impact... Goes true, rolls true.

It has the looks—
Whitest paint of any ball made...and keeps its whiteness through rounds of hard play.

It has the advertising—
A hard-hitting, continuous campaign in a long list of leading magazines and newspapers.

Sold through pro shops only, of course!