

Sales Suggestions by Wilson  
No. 2 *in a new series defining the major  
selling points of Wilson pro-line  
golf equipment*

Wilson

creates an

# Entirely New Kind of Golf Ball

Powered by an energized liquid center, it's built  
to travel fast off a club face... fast off your shelves!

**Activated by X2F additive**, new energized center *instantaneously* fires *more* impact-energy to new thread in ball's winding. Pay-off is in feel and distance!

**New, more elastic rubber thread** enables winding to more exact compressions... insures more uniform performance.

**New dry lubricant** on thread eliminates sluggish action... makes rubber strands *lively* under impact. Gives you that *good feel*, shot after shot.

**New Wilson cover** keeps durability standards high yet makes room for 17 yards more live rubber thread. Makes Wilson balls still faster, finer feeling.



**The all-new WILSON STAFF**  
...recommended by leading  
players to give maximum  
distance.

This exclusive new  
construction is in both of  
these great Wilson balls!



**The improved JET**—recom-  
mended for the control golf-  
er who wants that extra feel.

WILSON SPORTING GOODS CO., CHICAGO  
Branch offices in New York, San Francisco and 26 other principal cities. (A subsidiary of Wilson & Co., Inc.)

## Wilson Staff and Jet Golf Balls

Sold through professional golf shops