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

creates an

## Entirely New Kind of Golf Ball

Wilson

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.

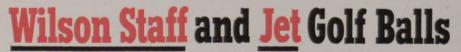
New dry lubricant on thread eliminates sluggish action . . . makes rubber strands *lively* under impact. Gives you that good feel, shot after shot.

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 <u>both</u> of these great Wilson balls!

> The improved JET—recommended for the control golfer who wants that extra feel.

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



Sold through professional golf shops