



Sam Snead*

You'll Be
PROUD to SELL
the New

Wilson STAFF!



Cary Middlecoff*



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

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

Sales
Win With Wilson

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.)