

The Inside Story — Making the Blue **RADIO** Golf Ball

GOLFERS have often wondered how a golf ball is made.

There are thirty operations, and it takes about six months to process the Blue Radio from crude rubber to the finished ball. The center is plastic—composed of a specially compounded rubber and a quantity of radio-active material, weighed on highly sensitive scales and balanced perfectly, thereby giving the Blue Radio remarkable energy and greater distance. The radio-active material is easily seen if the center core is stretched out thinly.

A length of pure para rubber tape, one inch wide, is then wound by hand to the plastic center, under tension, forming a small, hard core about a half inch in diameter of great resiliency.

The core is placed in the center winding machine, which rounds it up perfectly, with pure para rubber thread, to a larger size.

A different sized rubber thread is next wound around the core by machine at high tension until the ball becomes the right size. The tension on the rubber thread stretches it about eight times its length. The center construction then has a pressure of 1,200 pounds to the square inch, and nearly 600 feet of stretched rubber on it. In fact, if you could suddenly cut the ball through, it would expand to the size of a teacup.

The ball is next inspected and measured with gauges for absolute right size.

The outer cover is composed of highest grade South American Balata Gum, refined with infinite care and secret processes and moulded into half shells, which fit perfectly over the thread-wound ball. After the cover half shells are fitted on, it is covered with a sheet of bleached balata white veneering and placed in a steel mould, containing the desired markings (recess or mesh) and vulcanized. Then it is buffed, washed, treated and cured.

Painting and varnishing are done with the palms of the hands, several coats being applied in this fashion, each dried for 24 hours. Marking of the name is done with a fine pen and ink.

The Blue Radio is now ready for service—and two years after is as lively and resilient as when new. Built to withstand pounding, slicing, chopping or cutting, and foremost in length and trueness in flight—it is essentially the "greatest American made ball."

John Wanamaker

New York

Sole National wholesale distributor of Silver King golf balls, and our own exclusive group, covering the requirements of every type of golfer.

Plastic center with Radio-active materials



Para rubber tape



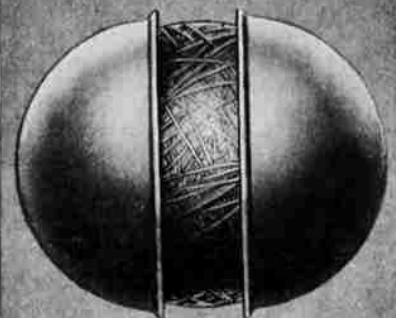
Core—ready for rubber thread



Thread wound core



Half shells on core—ready for vulcanizing



Blue Radio painted, varnished, and marked

