



COVERING AND MOULDING THE BALL

MOULDING AND CURING THE COVERS

The subsequent processes are comparatively simple to the onlooker. The cover is first moulded from carefully selected gutta percha stock, in two halves. These meet for the first time when the core is dropped into one half and the other placed on top—something after the style of a conjurer's "trick" box. But the core does not disappear. On the contrary, the two halves with the core enclosed are placed in a mould, which being a size smaller than the covers themselves, requires the aid of hydraulic pressure to perform the welding process. While under the hydraulic press the second "heat cure" is likewise taking place, and the ball receives its characteristic marking—the resultant ball becoming a homogeneous whole, only requiring trimming and painting to become, at one and the same time, the faithful companion of the player, the pet detestation of the "dub," and an occasional object for the playful fancy of half the joke-smiths of the world.

ALL BALLS ARE HAND-PAINTED

The painting of a golf ball is done literally "by hand"—no brush whatever being used. The paint is dabbed on the palms of the hands and the ball massaged round and round in the palms until the paint is thoroughly incorporated into the covering. It goes without saying that nothing but a harmless vegetable paint can be used for this purpose. "Spotting" completes the manufacturing end of the proposition, the subsequent stages being merely the ordinary commercial ones of sorting, wrapping, packing and shipping, each, however, requiring expert care and forethought in order that the ball may arrive in the golfer's hands in perfect condition. The player who uses a Goodrich Golf Ball may rest assured he is getting the very

best of its kind. Apart from the repeated examinations during manufacture, constant practical tests are made of the Balls in actual play under all conditions. ¶ Here is what Goodrich offers the golfer for 1913:

STAG—This is a full-size Ball and floats in water. It gives true flight, good distance and, in fact, answers ideally for the all 'round game. Retail at \$9.00 per dozen.

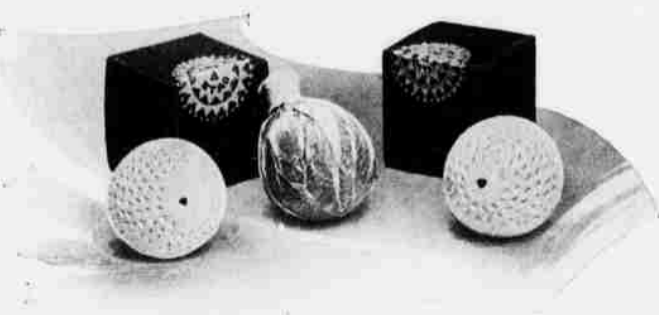
BANTAM—Offered primarily for the expert. It is of the small size, loaded type, essential to this class of player. His every whim has been considered in evolving it, and its good points might be summed up in the following: Extremely long distance, low, straight carry and a phenomenal roll; true carry in head and adverse winds; steadiness on the greens and an excellent putter. Retail at \$9.00 per dozen.

MOOSE—A fine ball for the average player. Combines accuracy and good distance, the centre being slightly weighted to aid in this phase. It comes in the new Clover-leaf depressed marking, is full size, sinks, and sells for \$9.00 per dozen.

FINAL—Offered for the first time this year. It comes under the head of the popular small size, medium-weighted centre, depressed marked Ball, Clover-leaf style. Put out especially but not solely for the golfer who plays just a little better than the average game. Retail at \$9.00 per dozen.

METEOR—This is the Ball that was so popular during the 1912 season. It is full size, floats, and sells at \$6.00 per dozen. It is the only Ball of this type in the depressed marking offered on the market. Fine distance, accurate flight and very durable. Must be played with to be appreciated.

(Concluded on page six)



THE COMPLETED BALL

"WE ARE SEVEN"

Better Than Ever

Moose, 75c

Scotty, 50c
(new)Final, 75c
(new)

Meteor, 50c



GOODRICH Golf Balls

Comet, 50c



Stag, 75c



"Best for the
Long Green"

Bantam, 75c



The B. F. Goodrich Company

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GOLF and every conceived in and outdoor sport, tennis, mountain climbing, fishing, etc., at Asheville—Tryon, Hendersonville, Waynesville, Saluda, Brevard, Hot Springs, Lake Toxana, Fairfield.

Hotels at Asheville—Battery Park, The Manor, Margo Terrace, The Landgreen, Sunnanao-Berkley, etc.

At Hendersonville—The St. John and Kentucky Home.

At Waynesville—Suyeta Park, Kenmore, Bon Air, Mrs. Willis, etc.

At Brevard—The Aethwold, The Franklin, etc.

At Hot Springs—The Mountain Park Hotel.

At Lake Toxaway—Toxaway Inn.

At Fairfield—Fairfield Inn.

For information address various Boards of Trade, Southern Railway Representatives, or Greater Western North Carolina Association:

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