Why 3000 pros have increased their "U. S." sales!

No matter what a golfer asks for, it can be found in the "U. S." line.

DISTANCE. The "U. S." Royal is famous over the country over for its combination of extreme distance and accuracy.

TOUGHNESS. The "U. S." 444 is the toughest distance ball made.

ACCURACY. "U. S." true-center accuracy is the best-known feature in golf balls today.

50¢ BALL. The Fairway has for years been the best and largest-selling 50¢ ball made.

Here's the one real selling story in golf balls today. Use it! "U. S." balls, shown on left, are famous for their perfect true-centers. They're accurate! On the right is the distorted center of a well-known ball of another make.