For your biggest customer
the Average Golfer

The NEW
U. S.
ROYAL

It is just naturally good business for you to sell the ball that is most satisfactory to most of your customers. Golf professionals everywhere find it a paying policy to recommend the New U. S. Royal to every average golfer. Why? Because the New U. S. Royal gives the usual player better returns on his investment—in distance, durability and accuracy—than any ball he can buy!

And the ball that gets the best results for the majority of your customers is the ball that will make the most profits for you. Sell the New U. S. Royal.

Where price is more important, you have the new U. S. Fairway—a ball that quality has made the largest selling 50¢ golf ball in the country.

And for the better-than-average golfer, there is the ball of the year

The NEW Three Star

U. S. ROYAL

United States Rubber Company