

Make it your biggest year with the "U.S." Line

Here is the 1930 Program



A New Ball

Made to fill the popular demand for a ball that will not cut. It is the same construction as the "U.S." Royal and it has the toughest cover you have ever played. And plenty of distance. Try it yourself. Put one of these new "U.S." 444s in a bunker and slash it

with a niblick. It will come out unscathed and will not go out of shape. The "U.S." 444 will be one of the most popular balls in 1930. Mesh or recess markings—colored dots or plain white—the new 1.68 inch or the old 1.62 inch sizes. Price 75 cents.

The New "U.S." Distance Royal. The same true-center, true-putting Royal that you have known for years. But we have developed new methods of construction that give it still more distance. No ball will give greater distance. Mesh or recess markings—colored dots or plain white in the new 1.68 inch or the old 1.62 inch sizes. Price 75 cents.

The "U.S." Tiger—Circle Marking. By its excellent performance during 1929, this ball has justly earned a reputation for great run and consequently great distance, its putting qualities are remarkable. Both of these features are a result of the unusual circle markings and the smooth billiard ball-like surface of the Tiger's cover. Price 75 cents.

The Fairway. The best and largest-selling Fifty Cent Ball on the market. Advise your members to play the new Fairway instead of an imperfect "second" or a "repaint" and have the satisfaction and confidence that they can enjoy only from playing a new ball. Mesh or recess markings—colored dots or plain white—new 1.68 inch or old 1.62 inch sizes. Price 50 cents.

New Selling Service

This service is outlined in a book entitled "Pros, Players & Profits." It is an outgrowth of a nation-wide exchange of Pro experience. Every suggestion is a practical one that has produced extra dollars for

some Pro. Your "U.S." Salesman will go over this plan with you and hand you your copy of the book on his first call this year.

United States Rubber Company

1790 BROADWAY, NEW YORK CITY

U.S. TRUE
CENTER



Golf Balls