



“No, Mr. Goofus, I won’t sell you a Royal”



The “U.S.” 444 is just the one for those players of yours who need a tough ball. You’ve probably tried it yourself and know that it will certainly stand the gaff. And, of course, it has a perfect true-center. Mesh or recess, plain white or colored dot marking. Present 1.62 or new 1.68 size. Retail 75c.

Says the Pro to Joe, “You’re not ready for a Royal yet, Joe. Sure—of course it’s a distance ball, but it won’t do you any real good until you get to hitting ’em cleaner. You’re hitting ’em better than you were a few weeks ago, but you’re still topping at least 5 to 8 shots every round.

“You’ve got to fit the ball to your game. This 444 is the one for you now. It’ll stand all the gaff you can hand it. It’s a tough ball and yet you’ll get plenty of distance when you hit it.”

Joe represents the average, but hard working, dub of which there are quite a few around every club. They’ll learn, but it takes time. The tough 444 is certainly a boon to this type of player.

For your better players, who are getting clean shots—well, you know as well as we that they prefer the Royal and Tiger. And this is certainly evident since more “U.S.” Golf Balls are being sold now than ever before. Every “U.S.” Ball is a perfect, true-center, true-flying, true-putting ball.

“U.S.” TRUE CENTER



Golf Balls

Product of the United States Rubber Company

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