



## Joe Goofus sees a wobbly ball in flight

Joe now sees how the wobble of an off-center ball retards under-spin and causes his drive to drop short.

Of course you know, and we know, that the average golfer must *first* learn how to *hit* the ball correctly before he can clip strokes off his score.

*But*—with all these uncertainties of stance and swing there is always one certainty upon which he can depend—a *true-center* ball. When he *does* hit it right a true-center ball *always* gives full justice to the stroke—off the tee and on the green.

The golfer *knows* these things about “U. S.” Golf Balls. In “U. S.” Golf Ball advertising he is reading the most interesting and forceful description of golf ball behavior ever produced. This advertising will undoubtedly produce for you in 1930 more sales of “U. S.” true-center golf balls than ever before.

The sales of “U. S.” Golf Balls are increasing faster than those of any other make today. And “U. S.” Balls are being chosen and recommended by more pros this year than ever before.

“U. S.” TRUE  
CENTER



Golf Balls

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