

The

"444"



"U.S." True-Center Golf Balls in the new size are all exactly 1.68 inches in diameter—not over—not under. They are round when they leave the factory and *stay* round in actual play. That is why the "U.S." Royal is the outstanding ball in the new size.

... why it is the most talked-of ball

Wherever Pros gather there have been discussions of the amazing ability of this ball to "take it" and still ride out a drive to the last full yard. An outstanding sales success in 1930, the 444 will do even better this year—because we are putting special advertising behind this tough distance ball.

Players found that it combined unusual distance with great resistance to cutting. So marked are these qualities that it has become known as the *toughest distance ball made*. Pros everywhere sell and recommend it enthusiastically.

Just as *true-center* construction has made the "U.S." Royal the finest *distance* ball made in the new size, *true-center* has made the "U.S." 444 the finest "*tough-cover*" ball in the new size.

Now the 444 is off to a new season. We believe you will find the 444 your biggest seller in the tough ball line this year.

The Fairway again starts the season as the world's finest and most popular 50¢ ball.

"U.S." TRUE CENTER Golf Balls