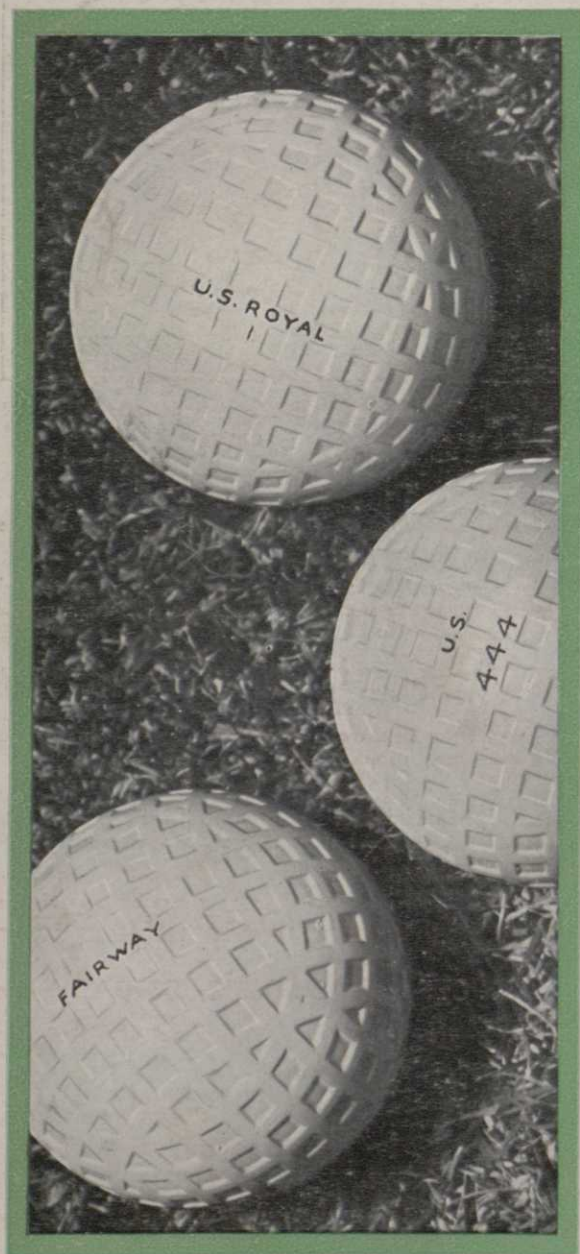


Offer your members MORE than just a Golf Ball



Golf professionals know, better than anyone else, what confidence means in the game. Did you ever realize that you can sell confidence, every time you sell a golf ball?

It doesn't require a college degree to figure out that, in the larger and lighter ball, *balance* becomes even more important than before. It is merely common sense.

It is likewise common sense that a golf ball's balance begins with and depends upon its center. These are the reasons why "U. S." superiority in the new size is not a mere claim. It is a matter of scientific fact.

The famous "U. S." true-center construction method produces 1931's two outstanding golf balls—the Royal for distance—the 444 for toughness. Both have the consistent accuracy that can come only from true-center. Both have a click and a sweet feel that delight the seasoned golfer.

Sell the confidence that goes with True-Center accuracy. Your members will thank you for the improvement in their games.

"U. S." ROYAL—for maximum distance and accuracy

"U. S." 444—toughest distance ball made

FAIRWAY—world's most popular 50¢ ball

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"U.S." TRUE
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Golf Balls