



The "U. S." 444 should be one of your biggest sellers this year. It's the toughest distance ball made. And, of course, the Fairway still continues to be the best and most popular 50¢ ball.

# Why

## pros praise the new "U. S." Royal

Most of the pros and ranking amateurs throughout the country have had a chance to play various makes of the new large-size ball. Why do so many find the "U. S." Royal the best distance ball made? . . . Here is the main reason for its superiority. *True-center* construction fits in perfectly with the requirements of the new size. An *off-center* ball in the new size will wobble even more. But the "U. S." *true-center* Royal flies and putts just as true as ever. Further, the "U. S." Royal holds its shape—round after round.

The United States Rubber Company stands back of you with square dealing. You can recommend "U. S." true-center golf balls as being better than ever. This will be a big year for "U. S." Royals, 444's and Fairways.

"U.S." TRUE CENTER Golf Balls