

FROM THE
INSIDE

OUT

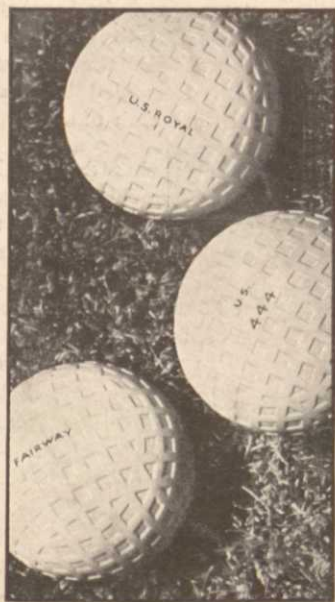
The professional's viewpoint of a golf ball

Yet to your club members all balls look alike—round, white, with mesh or recess markings. To them, golf-ball beauty is but skin deep.

But *you* know that golf-ball performance is built in, from the center out to the cover. *You* know the true story of the "U. S." true-center—that distance, toughness and accuracy are *built*. They don't just "happen."

Many pros take the time to tell this story—and find it appreciated. Golfers like to really *know*. They think more of the ball that they know all about, and they think more of the pro who takes enough interest to inform them.

This is one example of that often-misunderstood phrase, "Pro Service."



"U.S." TRUE
CENTER



Golf Balls