

*Why 3000 pros  
have increased their "U. S." sales!*



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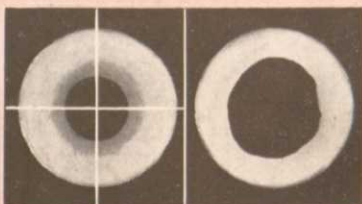
No matter what a golfer asks for, it can be found in the "U. S." line.

**DISTANCE . . .** The "U. S." Royal is famous the country over for its combination of extreme distance and accuracy.

**TOUGHNESS . . .** The "U. S." 444 is the toughest distance ball made.

**ACCURACY . . .** "U. S." true-center accuracy is the best-known feature in golf balls today.

**50¢ BALL . . .** The Fairway has for years been the best and largest-selling 50¢ ball made.



Here's the one real selling story in golf balls today. Use it! "U. S." balls, shown on left, are famous for their perfect true-centers. They're accurate! On the right is the distorted center of a well-known ball of another make.

**"U. S." TRUE CENTER**



**Golf Balls**