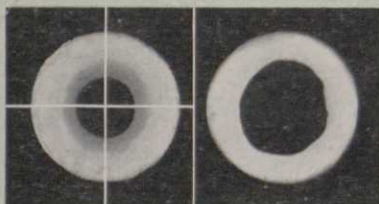


The ONE real selling story in Golf Balls



Here's the proof of the story as told by the X-ray. You see the perfect *true-center* of a "U. S." ball and the distorted center of a well-known ball of another make. *True-center* accuracy sells "U. S." golf balls.

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

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

FAIRWAY—world's best and largest selling 50¢ ball.

EVERYONE and anyone can talk about "distance" and talk some more about "toughness." But the "U. S." *true-center* story, *proved* both by the X-ray and in play, is the most convincing selling story in golf balls today.

Over 3000 pros tell the story of "U. S." *true-center* accuracy. Sales are greater than ever before because "U. S." balls actually do fly true. They are more accurate on the green. Distance and toughness? Of course! The "U. S." Royal combines *extreme distance* with accuracy—and the "U. S." 444 is the *toughest* distance ball made. But the *true-center* story sells "U. S." golf balls. Use it!

© 1981, U. S. R. Co.

"U.S." TRUE
CENTER



Golf Balls