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How a Pro Sold himself

HERE WERE HIS 7 SUGGESTIONS

1. "U.S." PRO ROYAL For Low-Handicap Golfers

"Why don't you try the Pro Royal, Mr. White? It is the longest ball I've ever seen. It was originally for pros only but low-handicap members around here are all steamed up about it. Its thin cover won't bother you with that long, clean ball you drive."

2. "U.S." ROYAL For Distance

"You're in the high 80's pretty consistently now, aren't you, Mr. Brown? You ought to play the Royal. The way you're getting under them lately, I believe it is going to give you some extra yards. It's a true-center ball, you know. That means true-flying and fewer putts."

3. "U.S." QUEEN ROYAL For Women Golfers

"Have you heard about the Queen Royal, Mrs. White? It is a new ball, made specially for women golfers. It's lighter and will give you a higher and longer ball. Oh, sure, it is perfectly legal for tournament play. Miss Tracy bought some last week and she won't play any other ball now."

4. "U.S." 444 For Toughness

"All right, Mr. Bradley. Thursday at 4:00 we'll see what we can do about that slice. Need some more balls, do you? Mr. Bradley, why

don't you play the 'U.S.' 444? It will cut down your bill. That ball has the toughest cover I've ever seen. You just can't cut it. And you'll get plenty of distance, too."

5. "U.S." FAIRWAY Largest-Selling 50c ball

"So you want to try a 50c ball, Mr. Hart? I recommend the Fairway. I sell many more of them than any other 50c ball. It's the same story at all the other clubs, too. Sure, it will give you very good results. There's a lot of value in that ball for 50c."

6. "U.S." NOBBY Three for One Dollar

"Here's an entirely new ball this year, Mr. Thurston—and it's made by the United States Rubber Company. You can get three of these 'U.S.' Nobby golf balls for only one dollar! And it's the biggest dollar's worth you can get in balls today."

7. "U.S." TIGER For Practice and for Beginners

"Why don't you buy a box of these Tigers for practice drives, Mr. Field, and save the others for regular play? You can tell just as well how you're hitting them as with a 75c. ball. You could give some to your boy, too, as long as he's just learning the game."

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"U.S." TRUE
CENTER



GOLF BALLS