

# *For your biggest customer* **the AVERAGE GOLFER**

## .. *The* **NEW** **U. S.** **ROYAL**

**I**T IS just naturally good business for you to sell the ball that is *most* satisfactory to *most* of your customers. Golf professionals everywhere find it a paying policy to recommend the *New U. S. Royal* to every average golfer. Why? Because the *New U. S. Royal* gives the usual player better returns on his investment—in *distance*, *durability* and *accuracy*—than



any ball he can buy!

And the ball that gets the best results for the *majority* of your customers is the ball that will make the most profits for you. Sell the *New U. S. Royal*.

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Where price is more important, you have the *new U. S. Fairway*


—a ball that quality has made the largest selling 50¢ golf ball in the country.

**And for the *better-than-average* golfer, there is *the ball of the year***

*The* **NEW** *Three Star*



# **U. S. ROYAL**

**United States**  **Rubber Company**