

The **BALL** of the Year! The **LINE** of the Year!

*Greater Sales ... Quicker Turnover
and Better Profits for the Pro ...*

THE New Three Star U. S. Royal is the talk of the golfing world! Never before has there been a "U.S." ball that has met with such immediate enthusiastic response. In a remarkably short time the New Three Star U. S. Royal—best ball "U.S." has ever made—has become the country's largest selling high grade ball.

What does this mean to you? Just this. You'll find the Three Star U. S. Royal a real money maker. It's extremely easy to sell—and keep sold—first because of its peerless performance. Second because it has the backing of a forceful national advertising campaign in leading magazines. Third because it is specially packaged for attention-arresting display. Fourth because it has the support of many valuable sales helps, sales literature, shop and locker-room posters and a variety of other selling material.

With its 1933 program "U.S." has created an unparalleled business opportunity for the golf professional. For not only does he enjoy the outstanding sales advantage of-



ferred by the Three Star Royal—his profit opportunity applies also to four other excellent new "U.S." balls—the new U. S. Royal, the new U. S. Fairway, the new U. S. Nobby and the new U. S. Tiger—every one proved and preferred value in its price class.

Moreover, the "U.S." line is a one-price line. No one can buy any "U.S." ball more cheaply than you can. You are thoroughly protected against every form of cut price bargaining—that's an iron-bound rule with "U.S."

If you are interested in making money, you are interested in "U.S." Golf Balls. Get in touch with a "U.S." representative and learn more about this sure-selling, quick-moving, profitable line.

THE NEW THREE STAR U. S. ROYAL

The ball of the year—the talk of the golfing world! Longer flight. Feels right. Stays white. A very popular ball with the better-than-average golfer.

THE NEW U. S. ROYAL
A fine all-round ball for the golfer who wants durability more than extreme distance. A favorite with the average player.

The NEW Three Star



U.S. ROYAL

United States  Rubber Company

THE NEW U. S. FAIRWAY

The ball with a million friends. The largest selling moderately priced ball on the market.

THE NEW U. S. NOBBY
An excellent value for the money. A ball with unusual performance and durability. Popular everywhere.

THE NEW U. S. TIGER
A very good ball for a very low price. Always in demand.