

Three Star
 Playing features *plus*
Three Star
 Selling features

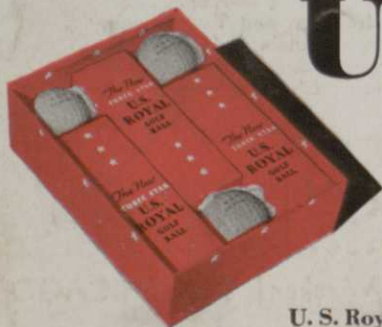


When a ball sells fast, when you can confidently recommend it to the best players in your club, that's the ball to carry and display. The new Three Star U. S. Royal is just such a ball.

- ★ **THE BALL'S RIGHT**—"The best ball U. S. ever made." A new *improved* center, new *improved* windings and a new *improved* cover that's thinner, tougher, and white clear through have now been combined in a ball that actually gives ★ Longer Flight, ★ Feels Right and ★ Stays White.
- ★ **IT'S PACKAGED RIGHT**—in a box you'll gladly display in your shop. Its rich red has real attention value, its packing saves time and bother, and its distinctive design is unusual in that the box will always look neat and attractive.
- ★ **IT SELLS ON SIGHT**—for behind the new Three Star U. S. Royal stands the reputation of a company that has always made good golf balls—that produced the famous Pro Royal this finer ball replaces. And just because it is finer, this new ball won't linger long on your shelves.

The new Three Star U. S. Royal is backed by a vigorous advertising campaign. And since it's the ball that your golfers ask for and want to play, that's just one more reason you'll be proud and glad to show it in your shop!

The NEW Three Star
 ★ ★ ★
U.S. ROYAL
Golf Ball



United States  Rubber Company

U. S. Royal

U. S. Nobby

U. S. Fairway

U. S. Tiger