

# Our Policy Protects YOUR PROFIT

... and here's how:

No one can buy a "U.S." golf ball one cent cheaper than you can ...

None of your customers can buy a "U. S." golf ball one cent cheaper from *anyone* than he can buy it from you ...

You are protected against every form of unfair competition, for not even the men who make these balls, nor the thousands of other U. S. Rubber Company employees can get a "discount" or a "wholesale rate" or any other form of price cut. They are *your customers*, and active boosters for the "U. S." balls you sell.

Here's the "U. S." program in a nutshell:

- ★ The best ball that "U. S." has ever built—the New Three Star U. S. Royal.
- ★ The most forceful national advertising campaign, supplemented by every selling help which "U. S." has found effective through years of experience in helping the pro to build his business.
- ★ Protection of your profits against unfair price competition.

Hitch your wagon to these three stars and make 1933 a Three Star profit year.



*The NEW Three Star*



★ ★ ★  
**U. S.  
ROYAL**

New U. S. Royal    New U. S. Nobby  
New U. S. Fairway    New U. S. Tiger

United States  Rubber Company