

IT'S NEW- *and* IT'S BETTER

SOME balls sacrifice durability to get extra distance. Other balls sacrifice distance to get durability. But in the 444 U. S. Royal new methods of construction have increased both the distance and the durability.

The 444 U. S. Royal is unquestionably one of the great new golf balls of the day. Its construction is entirely new, combining many special distance-giving features with an extremely tough pure white balata cover.

This new ball has acquired friends rapidly and in great numbers. It is especially favored by golfers who want to play a good game of golf, but who believe that economy is still the watchword of the day. Sell the 444 U. S. Royal and you will sell satisfaction—Satisfaction is still the world's best salesman. The only customers who come back for more are satisfied customers—and it's the repeat sales that continue to make your profits grow.

The Three Star

★ ★ ★ U. S. ROYAL

Supreme distance ball, for the professional and low-handicap amateur. A thin cover which provides the *ultimate* in yardage, yet it is surprisingly durable. 75 cents each (Red Package).

U. S. FAIRWAY

The ball with a million friends, combining quality and economy. Largest selling and longest driving fifty-cent golf ball built.



four forty-four

444 U. S. ROYAL

A great ball for all-round play. Gives the average golfer all the distance he can possibly get with any ball. Remarkable for durability. 75 cents each (Blue Package).

U. S. NOBBY

Cannot be outdriven by any golf ball in its class. As nearly "a golf ball that cannot be cut" as it is possible to make. "3 Good Golf Balls for \$1."

Golf Balls



United States Rubber Company

