



Satisfaction is the World's Best Salesman

THE only customers who come back for more are satisfied customers — and it's the *repeat sales* that make your profits grow. The new U. S. Royals — The Three Star★★★ and the Four Forty-Four 444 — will bring the *most* satisfaction to the most players because, between them, they provide a perfect ball for every type of play. They are a great team of quality balls — heading up the popular new "U. S." line — the line backed by that famous selling policy which protects you against every form of cut-price competition.

four forty-four

4 4 4

U. S. ROYAL

The Longest Tough Ball Built!

The perfect ball for all-round play, designed for distance *and* durability and meant for the average golfer. As tough as it is possible to build a real distance ball. Takes a world of punishment yet gives the average player every yard of distance he can expect from any ball. 75c.

The Three Star

★ ★ ★

U. S. ROYAL

Supreme Distance Ball!

Provides championship performance in the skillful hands of the professional and low-handicap amateur. An amazing distance ball built with the finest workmanship and the best materials available. It's the greatest ball in golf! 75c.



Golf Balls

U. S. FAIRWAY 50c
U. S. NOBBY 3 for \$1