

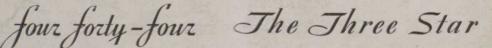
Satisfaction is the World's **Best Salesman**

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.

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.



* * * U.S. ROYAL Supreme Distance Ball?

Provides championship performance in the skillful hands of the professional and lowhandicap amateur. An amazing distance ball

> built with the finest workmanship and the best materials available. It's the greatest ball in golf! 75c.

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

