

It's *the* Customers you KEEP that Count . . .

THERE never were two more thoroughly satisfactory golf balls made than the new Three Star U. S. Royal and the new 444 U. S. Royal. They are new and better than ever... That means they build steady, consistent repeat business that adds up to a real pile of profits for the pro! Golfers of experience buy these balls again and again because they keep giving the players everything that experience, fine equipment and expert workmanship can put into a ball.



The Three Star

★ ★ ★ **U. S. ROYAL** DISTANCE BALL

For the low-handicap player—the expert golfer who can take full advantage of its remarkable distance and its accuracy. A finely finished ball with splendid feel and click . . . 75c

U. S. FAIRWAY . . . 50 cents

U. S. NOBBY 3 for \$1

four forty-four

4 4 4

U. S. ROYAL TOUGH COVER

An excellent ball for all-round play—long *and* tough. Combines the utmost distance with durability. A real achievement in a truly tough ball that travels 75c

Golf  *Balls*

