

"How I won a dinner from Mac!"



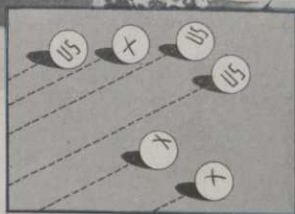
A TRUE STORY BY A U. S. ROYAL SALESMAN

1. It's my job to sell U. S. Royal Golf Balls. And Mac's a pro, a good one, too, even if he doesn't always agree with me and even though he hasn't been doing a very good job on U. S. Royals. I decided to have it out with Mac one day. "Just how long has it been since you played a U. S. Royal?" I asked. Mac stalled, but I finally got out of him that he hadn't played a U. S. Royal for two years. "I like the X Brand," he added.



2. Mac's a square shooter, so I did not have much trouble talking him into making a test. We went out to the practice tee and gave three X balls and three U. S. Royals to the caddy. "Mix 'em up," we told the boy, "and don't let on which ball's on the tee—see that the brand names don't show"

3. The boy entered right into the spirit of the thing. He certainly never let on which ball was which. Mac drove with one ball after another. Mac said, "I'll bet you a dinner those farthest two are a couple of X balls." "Mac, it's a bet," I replied. "I'm saying those two are a couple of U. S. Royals."



4. And here's how the balls landed.



5. We walked to the farthest ball first. "Well, this one went farthest," said Mac, "—one for you! It's your championship ball, U. S. Royal Blue..."

and the next ball to it—great Scott, it's your U. S. Royal Arrow!" And where do you think the third U. S. Royal lay—the U. S. Royal Nassau, the ball with the toughest cover? Just a shade behind the farthest one of those three X balls. Plenty of distance in Royal Nassau, for all its toughness.



6. (One month later) I ran across Mac on his course just yesterday. "Hello, Profits!" was his greeting. "You know, since we made that test, I've been recommending U. S. Royals. I tell you, they've actually doubled my sales!" "You're not surprised, I hope," I said. "Once they try U. S. Royals, they continue to buy U. S. Royals—and they even say thanks for the tip-off!"

U. S. ROYAL BLUE

For championship and tournament play. 75c



U. S. ROYAL ARROW

Especially compressed for light, accurate hitter. 75c

U. S. ROYAL NASSAU

The ball with the toughest cover. . . . 75c



His name isn't really Mac, of course, but he's a pro in the Middle West. And his experience with U. S. Royals is just one of many similar stories that we come across continually... Of course, the U. S. Royal Profit Plan is an amazingly successful merchandising plan. And our advertising and promotion efforts this year have been most effective in getting more holes of golf played—in increasing sales. But what actually turns the trick—makes it possible to double golf ball sales—is the fact that U. S. Royals are good golf balls. They go farther, putt truer, fly straighter, and last longer.

U. S. FAIRWAY

The largest selling 50c golf ball

U. S. NOBBY

3 good golf balls for \$1.00

U. S. TIGER

The best 25c ball on the market

United States Rubber Company

United States Rubber Products, Inc., 1790 Broadway, New York

