



NO MORE BEEFS from MR. GASTON

A true story as told to a U. S. Royal Salesman by a well-known Pro.

1. **MR. GASTON*** WAS MY club's champion 'beefier.' Raising merry ned may have got him where he was financially, I don't know. Anyhow, he was good at it... And golf balls were his pet beef. As his Pro, I'd watched him try one brand after another. He always gave them a terrific workout. And every time he gashed one, he blamed it on the cover. "These balls cut like they were made of paper," he'd fume.



2. "WAIT A MINUTE, Mr. Gaston," I said one day. "You've never tried the U. S. Royal Nassau, have you?" "Tried 'em all," he began. "Or, no—I guess I haven't." "Try it this time," I suggested. "It has a cover that will suit you. Good ball, too." "Humph!" he said—but he took it just the same. I didn't have any hope, though. I was convinced that the trouble was with Mr. Gaston and not with the balls, you see.

3. **FUNNY OLD CODGER**, Mr. Gaston. Do you think he ever came right out and said he liked Royal Nassau? Hardly. But that was three months ago, and he's bought nothing but the U. S. Royal Nassau since... I knew Royal Nassau was tough—but I'll confess I didn't know it could be that tough. And the way he doesn't even scuff balls these days makes me wonder. Maybe it *was* the covers, after all.



*FICTICIOUS NAME

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

AND THAT'S NOT ALL—

Mr. Gaston started me thinking. I began to make a point of recommending the U. S. Royal Blue for championship play, and the U. S. Royal Arrow for the better-than-average hitter—because in addition to the extra distance and accuracy those balls have, their covers are tougher than you would expect on long, true balls. And even your better players cut balls, you know. No doubt about it—U. S. Royals *do* last longer. It doesn't take any type of golfer long to find that out, and it brings him back for more.

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

United States Rubber Company

U. S. ROYAL BLUE
For championship and tournament play. 75c



U. S. ROYAL ARROW
Especially compressed for the light hitter. 75c



U. S. ROYAL NASSAU
The ball with the toughest cover . . . 75c

