

Those who TRY U. S. Royals continue to BUY U. S. Royals

GIVE THESE GOOD GOLF BALLS

The Support You Know They Deserve

● As we see it, the greatest problem of the last few years has been to increase golfing activity around the club. All our promotional and advertising effort, as the makers of U. S. Royal Golf Balls, has been directed toward this end. That it has been successful is attested by the fact that we have received this year many hundreds of letters of commendation from every part of the country—not only from Pros, but from club officials and even club members.

□ The reception of the U. S. Royal Profit Plan has been sensational. In club after club the tournaments in the U. S. Royal Golf Kit have inspired a vast amount of new golfing activity—have greatly increased the number of holes of golf played.

The U. S. Royal Advertising of this year, which has also brought forth a tremendous response, was designed primarily to make more people play more golf—to create renewed enthusiasm for the game.

But most important of all, of course, we have built you a mighty fine golf ball. There is no doubt about it—U. S. Royals have more distance; they have better feel and click; they are more controllable on the green; and they have the Geer Patent Cover which gives the most satisfactory service. *Those who try U. S. Royals continue to buy U. S. Royals.* And you are the man who can insure their getting the trial. There are two concrete things that you can do to achieve this end:

1. Say to your club members, "Have you tried the U. S. Royals?"
2. Play the U. S. Royal yourself—club members want to play the ball the Pro plays.



U. S. ROYAL BLUE
—for tournament and championship play—75¢.

U. S. ROYAL ARROW
—especially compressed for the light, accurate hitter—75¢.

U. S. ROYAL NASSAU
—the ball with the toughest cover—75¢.

THE U. S. FAIRWAY

—the largest selling 50¢ golf ball
—the ball with a million friends.
Its Geer Patent Cover and Power Thread Winding make it the best buy in the world at the price.

THE U. S. NOBBY

—3 good golf balls for \$1.00.

THE U. S. TIGER

—the best 25¢ ball on the market.

United States



Rubber Company

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