

**NOW!**

**U.S. ROYAL BLUE  
GOLF BALLS**

BALANCED FOR BETTER PLAY  
*Ask your Pro*

**Two Great 75¢ Golf Balls in the U. S. Royal Line**  
**U. S. ROYAL BLUE** THE GREATEST DISTANCE BALL  
**THREE STAR U. S. ROYAL** THE TOUGH COVER BALL

There's a definite, continuing swing of public favor to the U. S. ROYAL LINE of 75c golf balls—a swing which increases year by year. The U. S. ROYAL BLUE has won the patronage of golfers to whom *distance* is the most important consideration.

Now comes the THREE STAR U.S. ROYAL,

the Newest and Toughest member of the Royal Family. It is designed for those golfers who demand *extra durability* along with distance.

Both of these U. S. ROYAL Golf Balls have the advantage of the durable Geer Patent Cover. Both are profit makers for the Pro because they bring repeat sales.

**NOW, The Greatest Consumer-Creating Outdoor Billboard Campaign Ever Planned to Help the Pro.**

Big, colorful outdoor billboard posters, like the illustration above, are talking to your player-members on their way to your club. They are selling the game of golf and helping you sell more U. S. Golf Balls.

Order your supply TODAY. And back up this campaign, to your own profit, by displaying U. S. ROYAL BLUE and THREE STAR U. S. ROYAL Golf Balls in the new counter display packages.



**UNITED STATES RUBBER COMPANY**

