

Engineered

for

**TRUE FLIGHT
DISTANCE** and
**ACCURATE
PUTTING**



TRUE BLUE **U. S. ROYAL**

N E W I N S I D E A N D O U T

Start your club members playing the new TRUE BLUE—they'll thank you, for this is the finest distance ball you can sell them this season.

New core size, *new* true center, *new* type winding, *new* cover, *new* type of lasting paint. 75 cents.

THREE STAR U. S. ROYAL, the ball for *durability* and distance too, has all of the *new* TRUE BLUE features plus a tougher cover. 75 cents. Both types of ball have Geer patent covers.

EXTENSIVE ADVERTISING CAMPAIGN

TRUE BLUE ROYALS and other U. S. Golf Balls will be featured in leading golf magazines. TRUE BLUE will be advertised in the largest list of daily newspapers we have ever used for golf balls. Be ready with these NEW U. S. Golf Balls and don't fail to stock up on these popular favorites—U. S. FAIRWAY, the largest selling 50-cent ball; U. S. NOBBY, the 3 for \$1.00 leader, and U. S. TIGER at 25 cents.

UNITED STATES  **RUBBER COMPANY**

Rockefeller Center, New York, N. Y.