

# True Blue

U. S. ROYAL GOLF BALL

## Wins Again!

This time the  
**WESTERN AMATEUR**

Performing like a champion, the TRUE BLUE U. S. ROYAL, with 2 eagles and 4 birdies in the final 17 holes, over the difficult Minneapolis Golf Club course, added another notable win to its rapidly growing list.

More and more golfers are selecting the TRUE BLUE — the most talked about golf ball of the year.



### **TRUE BLUE U. S. ROYAL**

*For Championship and Tournament Play — 75c each*

Among other recent wins for the TRUE BLUE are — Pacific-Northwest Open; Hershey Open; Oklahoma State P. G. A.; Oklahoma State Women's; Tri-State P. G. A.; St. Augustine Amateur-Pro; and North and South Women's.

### **PLENTY OF GOLF AHEAD! —**

Prepare now for one of the big, long week ends of the year — over Labor Day — followed by Fall days that delight real golfers — show and sell the new TRUE BLUE, 75¢; THREE STAR U. S. ROYAL, 75¢; U. S. FAIRWAY, largest selling 50¢ golf ball; U. S. NOBBY, the 3 for \$1.00 leader; and U. S. TIGER at 25¢.

**UNITED STATES RUBBER COMPANY**

Rockefeller Center, New York, N. Y.