

THE NEW TRUE BLUE MEANS MORE SALES FOR YOU



**NEW TYPE
CENTER**

**NEW
WINDING**

TRUE BLUE U. S. ROYAL

New 1940 Construction

You will hear plenty of favorable comment from club members regarding the new TRUE BLUE U. S. ROYAL.

It's a true-centered ball with a new type center—new winding—travels true in flight or on the green—well balanced and without doubt the finest distance golf ball U. S. experts have ever produced—75 cents.

For durability and distance, sell the Three Star U. S. Royal with

the same new type center and new winding—75 cents.

National Advertising To Help You

True Blue U. S. Royal and *Three Star U. S. Royal* will be advertised in an extensive list of newspapers and leading golf magazines. Stock up on these two now. Include these well known sellers also—U. S. Fairway, the largest selling 50 cent ball—U. S. Nobby, the 3 for \$1.00 leader—U. S. Tiger, 25 cents.

United States Rubber Company

