

For a *Merry Christmas* and
many rounds of pleasure



plus more sales for you

It's not too early to talk about Christmas. Your club-members know that 6 or 12 new U. S. Royals in handsome holiday packages will get a big welcome from any golfer.

The "U. S." Holiday Gift Line includes the U. S. Royal Special and the U. S. Royal Blue, packaged by the dozen or half-dozen in handsome, eye-catching units of blue foil and sparkling acetate, with silver heading—as illustrated above. Then there's the U. S. Royal Red, also in a dozen or half-

dozen, packaged in the same manner but with red foil and gold heading. The U. S. Fairway comes in its regular package, 12 or 6, Christmas wrapped in red and silver foil.

A promotion folder and order blank is available to make it easy for your club-members to order.

Remember, now's the time to get that Christmas business before the season ends. Why not put in your order now and be ready to handle these plus sales.

The New *U. S. Royal* Golf Ball

Sold only through Golf Professional Shops

BLUE for championship and tournament play.

RED for greater durability—and distance too.

A PRODUCT OF

U.S. RUBBER
SERVING THROUGH SCIENCE

For a good, medium-priced golf ball—get U. S. Fairway, the ball with a million friends.

UNITED STATES
RUBBER COMPANY