7 BASIC REASONS WHY U. S. ROYAL GOLF BALLS ARE BETTER

1. Liquid Center Compound* non-hardening, can't settle to affect flight or putting.

2. Thin-walled Center-Sac* gives added resiliency, increases distance—improves feel.

3. Spun Latex Taping* permits more tape to be wound harder—keeps sac in round.

4. Spun Latex Power Thread* produces a longer ball with sweeter feel—sharper click.

5. Tjipetir Cover Material* is tougher, whiter, more resili-ent. Vulcanizes better.

6. Geer Patent Cover resists cutting and scuffing—prevents "piling up."

7. The Paint Job—3 coats of flexible paint that is whiter, glossier, stays on.

* Exclusive in U. S. Royal Golf Balls

Perfectly welded together, these 7 basic elements produce the longer, tougher, superior U. S. Golf Balls

U. S. ROYAL BLUE
For championship and tournament play

U. S. ROYAL ARROW
Especially compressed for the light, accurate hitter

U. S. ROYAL NASSAU
The ball with the toughest cover

ALL U. S. ROYAL GOLF BALLS RETAIL AT ONE PRICE—75¢ EACH

U. S. ROYAL PROFIT PLAN TREMENDOUS SUCCESS!

"The most helpful sales promotion plan I have ever seen!"—That is the unsolicited opinion of Club Presidents, Chairmen of Tournament Committees, Sports Captains as well as Golf Professionals in almost every club in the country! It is not too late for you to take advantage of the U. S. Royal Profit Plan. Write or wire for details today!

United States Rubber Company
United States Rubber Products, Inc., 1790 Broadway, New York, N.Y.