DON'T LET YOUR MEMBERS PICK THE BALL THEY'LL PLAY THIS YEAR UNTIL THEY'VE TRIED THE U.S. ROYAL WITH ITS NEW OIL CUSHIONED CENTER

Here's a ball you can stake your reputation on. We ask you not to decide in favor of any ball (old friend or new) until you've played the new U.S. Royal with its amazing oil cushioned center!

Tests show that the new oil cushioned center (an exclusive development of U.S. Rubber research laboratories) actually transmits more club-head-energy to the ball. The secret of this new U.S. construction is a globule of oil contained in a gelatine capsule and truly centered in a perfectly molded, seamless pellet of resilient rubber. About this pellet, rubber thread is wound at tremendous pressure; and the whole construction covered with a patented, durable cover. Because this ball has a true liquid center it is perfectly balanced — it flies true and puts true — has a sharper click — a sounder feel. We honestly believe this new ball will help improve the game of your members. Pick the new 75-cent U.S. Royal with the oil cushioned center for yourself and your club members — they'll thank you.

TRUE BLUE U.S. ROYAL for championship and tournament play.

THREE STAR U.S. ROYAL— all the new features of TRUE BLUE plus still greater durability.

U.S. ROYAL GOLF BALLS

Cadwell-Geer cover for extra durability — look for it on the ball.

UNITED STATES RUBBER COMPANY
Rockefeller Center, New York