THIS YEAR THERE'S A REAL IMPROVEMENT IN GOLF BALLS! IT'S THE NEW U.S. ROYAL WITH THE OIL CUSHIONED CENTER!

A brand new ball with a brand new feature that will pep up golf ball sales for Pros. U.S. Rubber's great research laboratories have developed a new kind of center, an oil cushioned center which transmits more club-head-energy to the ball than has ever before been possible.

Besides maximum distance, this new U.S. Royal has everything—balance, controllability, a finer click and feel. It flies true—putts true, because the true oil cushioned center is built to stay true. Hailed in the South and on the Coast as the ball to watch this year.

Powerful full-page advertisements in leading magazines will tell your club members about this new U.S. Royal and help you sell them by the dozen. Play it yourself and prove how good it is.

THE NEW U.S. ROYAL
OIL CUSHIONED CENTER

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.

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Rockefeller Center, New York