

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.

5. Tjipetir Cover Material* is
tougher, whiter, more resilient.
Vulcanizes better.

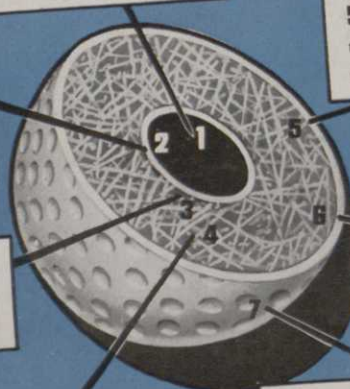
2. Thin-walled Center-Sac*
gives added resiliency, in-
creases distance—improves
feel.

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

6. Geer Patent Cover re-
sists cutting and scuffing
—prevents "piling up."

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

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.