

Only THE U.S. ROYAL HAS IT!

TODAY'S GREAT DISTANCE BALL HAS MORE POWER IN THE "POWER ZONE" BECAUSE...IT'S

A Super Power thread spun from pure liquid latex

MORE POWER **IN THE POWER ZONE**

...and wound from center to cover at terrific tension—to produce a ball with live power all the way through—the greatest distance ball of all time!

POWER WOUND WITH Spun-Latex

● Take the U. S. Royal Blue, for example—the distance ball for championship and tournament play. The U. S. Royal Blue is truly a *great* Distance Ball. No ball will go farther.

New and improved Spun-Latex Power Winding gives the U. S. Royal Blue not only supreme distance, but a finer feel and click than ever before.

A perfectly *balanced* ball, every part of its construction so blended with every other part as to make the finished ball as nearly perfect as modern science can make a golf ball.

Then, as *double insurance* that every U. S. Royal Blue will give the good golfer Great Distance, every U. S. Royal Blue must pass the famous U. S. Dual-Compression Test—not just one but *two* compression tests. That certifies that every U. S. Royal Blue is wound just as hard as every other U. S. Royal Blue. That means "Distance Insurance"—evenness of *feel and click*—UNIFORMITY of supreme performance.

Golfers from coast to coast are playing better golf by switching to the U. S. Royal Blue.

U. S. ROYAL BLUE
For championship and tournament play 75¢

U. S. ROYAL ARROW
For the low handicap golfer who wants extra durability . . . 75¢

U. S. ROYAL NASSAU
The ball with the toughest cover 75¢

— and to Complete the Line

U. S. FAIRWAY
Largest selling 50¢ ball

U. S. NOBBY
3 good golf balls for \$1.00

U. S. TIGER
Best 25¢ ball on the market

Tune in—U. S. Royal Master Tire Program and Ben Bernie—C.B.S. Wednesday Evenings.

PLAY A U.S. ROYAL BLUE FOR GREATEST DISTANCE

NEW AND IMPROVED *Spun-Latex* POWER WINDING
USED ONLY IN U.S. ROYAL GOLF BALLS

United States Rubber Company

United States Rubber Products, Inc.

