

ONLY The U.S. ROYAL Has It!



That's why

**U. S. ROYAL BLUE IS TODAY'S
FINEST GOLF BALL**

Every U. S. Royal must pass the famous U. S. DUAL Compression Test—not just *one* but *two* Compression tests—to insure UNIFORMITY of perfect performance.

This UNIFORMITY of superlative performance will win thousands of new friends to the U. S. Royal Blue in 1938.

The Greatest Distance Ball of All Time!

New and improved Spun-Latex Power Winding gives the U. S. Royal Blue supreme distance, tougher cover, finer feel and click, than ever before.



United States Rubber Company

United States Rubber Products, Inc.

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. Weds. 9:30 P. M., E. S. T.

PLAY A U. S. ROYAL BLUE FOR GREATER DISTANCE
NEW AND IMPROVED Spun-Latex POWER WINDING
USED ONLY IN U. S. ROYALS

