

HERE'S THE LINE-UP FOR 1938 ON U. S. ROYAL GOLF BALLS

U. S. ROYAL BLUE—75c

The greatest distance ball. New and improved Spun-Latex Power Winding gives U. S. Royal Blue superlative distance, and finer feel and click, than ever before.

U. S. ROYAL ARROW—75c

For the low handicap golfer who wants extra durability.

U. S. ROYAL NASSAU—75c

The ball with the toughest cover.

U. S. ROYAL EXCLUSIVE FEATURES

Spun-Latex Power Winding is exclusive in U. S. Royal Golf Balls. Also—every U. S. Royal is given not just one but two Compression Tests at the factory—to insure UNIFORMITY of perfect performance. Geer Patent Covers.

AND—TO COMPLETE THE 1938 LINE...

U. S. FAIRWAY

The largest selling 50c golf ball

U. S. NOBBY

3 good balls for \$1.00

U. S. TIGER

The best 25c ball on the market

Then... TO HELP YOU SELL THE LINE IN 1938 THERE WILL BE:

- Powerful National Advertising
- Attractive Shop Display Material
- Promotion Material—to help you promote the activities and fun of your club.
- The Name Behind the Line—backed by the same honest, constructive sales policies which the makers of U. S. Royals have always maintained for your success and profit.

Tune in—U. S. Royal Master Tire Program and Ben Bernie—C. B. S. Wednesdays, 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

United States Rubber Company

United States Rubber Products, Inc., 1790 Broadway, N. Y.

