

Here's the
**LONG-DISTANCE
 SUCCESS STORY**

of the
**GREATEST DISTANCE
 BALL OF ALL TIME!**

From Coast to Coast Amazing U. S. ROYAL BLUE Improves Game of Pro and Amateur... Made with Exclusive Spun-Latex...Thinnest, Finest Thread Ever Used...Tightest Power Winding...Supports 41% More Poundage...

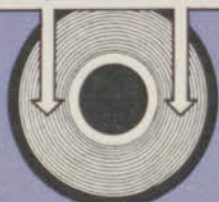


Read How U. S. ROYAL BLUE GIVES YOU GREATER DISTANCE...

HERE'S THE "DISTANCE ZONE"!

The distance you get from a golf ball is determined by:

1. What goes into this part of the ball.
2. The way this section is constructed.



YOU GET GREATER DISTANCE FROM THE U. S. ROYAL BLUE BECAUSE THIS ENTIRE "DISTANCE ZONE" — FROM CORE TO COVER — IS WOUND WITH SPUN-LATEX POWER THREAD!

Heard the latest locker room rave? Well, all across the country, men and women...pros and amateurs...are singing the praises of the new U. S. Royal Blue. They all agree that Royal Blue is the greatest distance ball of all time—that it's the most accurate ball they've ever played.

Want to know why Royal Blue is receiving these enthusiastic ovations? Simple! Royal Blue—and ONLY Royal Blue—is packed from core to cover with exclusive Spun-Latex Power Winding. No other ball has ever been so tightly wound with a thread of such great tensile strength...a thread that supports 41% more poundage and has 73% greater breaking strength.

Spun-Latex Power Winding packs more punch, more UNIFORMITY into the "Distance Zone" of Royal Blue, making a

center of "rubber dynamite," and, with the famous Geer Patent Cover, making a ball that goes farther...more accurately...than any other ball you've ever played.

DON'T FORGET...EVERY U. S. Royal Blue is put through its paces—not once, but TWICE—in the gruelling U. S. Dual-Compression test. This means that every U. S. Royal Blue you get is equally good...each the greatest distance ball on the market today.

U. S. Royal Blue—for championship and tournament play, 75¢ each...U. S. Royal Arrow—for the low handicap golfer who wants extra durability, 75¢ each...U. S. Royal Nassau—the ball with the toughest cover, 75¢ each. ALSO THE BEST 50¢ BALL—U. S. Fairway,"the ball with a million friends."



Write Dept. K
 1790 B'way, N. Y.

U.S. ROYAL BLUE GOLF BALLS



United States Rubber Company

United States Rubber Products, Inc.

NEW AND IMPROVED

Spun-Latex

POWER WINDING

USED ONLY IN U. S. ROYAL GOLF BALLS