



U.S. Royal Blue

Greatest Distance Ball

OF ALL TIME!

You get greater distance from the U. S. Royal Blue because its entire "Distance Zone"—from core to cover—is wound with *Spun-Latex Power Thread*—the only spun thread used in a golf ball—and the costliest! Only in U. S. Royals will you find Spun-Latex Power Winding!

** Spun-Latex* POWER WINDING DOES IT!

HERE'S THE "DISTANCE ZONE"!

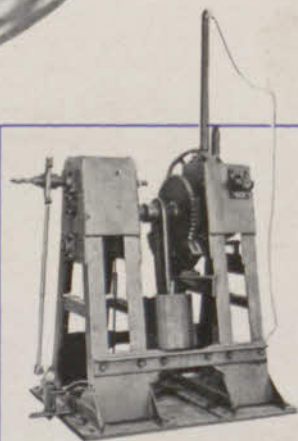
Spun-Latex Power Winding...exclusive in U. S. Royal Golf Balls... finer, thinner than thread in any other golf ball... will support 41% more poundage—73% greater breaking strength—22% more turns in winding U. S. Royal Blue! Tighter, more compact winding means greater distance!



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

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

Exclusive Spun-Latex Power Winding here gives U.S. Royal Blue greater distance!



THIS DRIVING MACHINE PROVES IT!

Exhaustive driving tests on this U.S. Driving Machine—U.S. Royal Blue in competition with balls of every other leading make—prove U. S. Royal Blue to be the greatest distance ball made.

U. S. Royal Blue — For championship and tournament play . . . 75c

U. S. Royal Arrow — For the low handicap golfer who wants extra durability . . . 75c

U. S. Royal Nassau — The ball with the toughest cover . . . 75c

New and Improved
Spun-Latex
POWER WINDING
USED ONLY
IN U. S. ROYAL
GOLF BALLS**

U.S. ROYAL BLUE GOLF BALLS

United States



Rubber Company

U. S. Rubber Products, Inc.

1790 Broadway, New York

And to Complete the Line

U. S. Fairway — Largest selling 50c ball

U. S. Nobby — 3 good balls for . . . \$1.00

U. S. Tiger — Best 25c ball on the market.