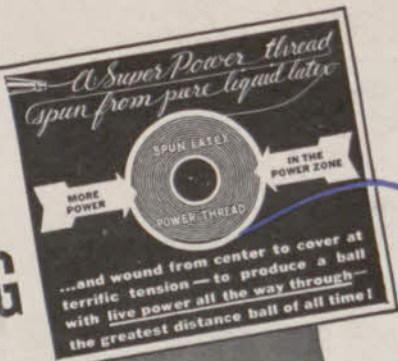


Spun-Latex POWER WINDING



ONLY The U.S. ROYAL Has It!

—that's why the U. S. ROYAL BLUE
is today's finest GOLF BALL!

It's the new and improved Spun-Latex Power Winding—found only in U. S. Royals—that makes the U. S. Royal Blue today's great Distance Ball—with a finer feel and click than ever before.

The famous U. S. Dual Compression Test—not just one but two compression tests—insures superlative performance every time—from every U. S. Royal you

play or sell. That means uniformity!

It's this UNIFORMITY of perfect performance that's going to win golfers by the thousands to the U. S. Royal Blue in 1938. Already reports like this are coming in from the Southern courses and from California—"The new U. S. Royal Blue has proved itself a better ball than the one I thought was best!"

U. S. ROYAL BLUE

For championship and tournament play 75¢

U. S. ROYAL ARROW

For the low handicap golfer who wants extra durability . . . 75¢

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The ball with the toughest cover . . . 75¢

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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 Tires
Program and Ben Bernie—C. B. S.
Wed., 9:30 P. M., E. S. T.



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



Golfers are buying U. S. Royals—
you will make money by selling them.

United States Rubber Company

United States Rubber Products, Inc.