

Spun Latex

POWER WINDING



Only U. S. ROYAL HAS IT

More power in the "Power Zone"—more distance—better balance—finer feel and click. That's what Spun-Latex Power Winding means in a golf ball. That is why the name "U. S. Royal" identifies today's finest line of golf balls. For only U. S. Royals are made with Spun-Latex Power Winding—no other golf ball, anywhere, has this super-power winding—the costliest and the most unusual winding ever used in a golf ball. The U. S. ROYAL BLUE—precision-made for tournament and championship play. A truly great



Distance Ball. A perfectly balanced ball—each element of its construction so blended with every other element as to produce a finished ball as nearly perfect as modern science has ever made a golf ball. Then—as a double insurance that every U. S. Royal Blue will give the good golfer Great Distance, Fine Feel and Click, every U. S. Royal Blue must pass the famous U. S. Dual-Compression Test—not just one but two compression tests. That's the final reason for the remarkable UNIFORMITY of its superlative performance.

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

PLAY A

U. S. ROYAL BLUE

FOR GREATEST DISTANCE

NEW AND IMPROVED *Spun-Latex* POWER WINDING

USED ONLY IN U. S. ROYAL GOLF BALLS

United States



Rubber Products, Inc.

United States Rubber Company

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