

DON'T LET YOUR MEMBERS PICK THE BALL THEY'LL PLAY THIS YEAR UNTIL THEY'VE TRIED THE U.S. ROYAL WITH ITS NEW OIL CUSHIONED CENTER

Here's a ball you can stake your reputation on. We ask you not to decide in favor of *any* ball (old friend or new) until you've played the new U.S. Royal with its amazing *oil cushioned center!*

Tests show that the new *oil cushioned center* (an exclusive development of U.S. Rubber research laboratories) actually transmits more club-head-energy to the ball. The secret of this new U.S. construction is a globule of oil contained in a gelatine capsule and truly centered in a perfectly molded,

seamless pellet of resilient rubber. About this pellet, rubber thread is wound at tremendous pressure; and the whole construction covered with a patented, durable cover. Because this ball has a true liquid center it is perfectly balanced — it flies true and putts true—has a sharper click — a sounder feel. We honestly believe this new ball will help improve the game of your members. Pick the new 75-cent U.S. Royal with the *oil cushioned center* for yourself and your club members — they'll thank you.

THE NEW U.S. ROYAL OIL CUSHIONED CENTER



TRANSMITS MORE
CLUB-HEAD-ENERGY TO THE BALL

TRUE BLUE
U.S. ROYAL
for cham-
pionship and
tournament
play.



THREE STAR
U.S. ROYAL—
all the new
features of
TRUE BLUE
plus still greater
durability.

U.S. ROYAL GOLF BALLS

Cadwell-Geer cover for
extra durability — look
for it on the ball.

UNITED STATES RUBBER COMPANY
Rockefeller Center, New York

