

BIG NEWS

THIS YEAR THERE'S A REAL IMPROVEMENT
IN GOLF BALLS! IT'S THE NEW U. S. ROYAL
WITH THE OIL CUSHIONED CENTER!



A brand new ball with a brand new feature that will pep up golf ball sales for Pros. U.S. Rubber's great research laboratories have developed a new kind of center, an *oil cushioned center* which *transmits more club-head-energy* to the ball than has ever before been possible.

Besides maximum distance, this new U. S. Royal has everything—balance,

controllability, a finer click and feel. It flies true—putts true, because the true *oil cushioned center* is built to *stay true*. Hailed in the South and on the Coast as the ball to watch this year.

Powerful full-page advertisements in leading magazines will tell your club members about this new U.S. Royal and help you sell them by the dozen. Play it yourself and prove how good it is.

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

