

NEW U. S. ROYAL OIL CUSHIONED CENTER TRANSMITS MORE CLUB-HEAD-ENERGY TO BALL

AMAZING NEW VITALIZED CENTER HOLDS SECRET OF
STRAIGHTER WOOD AND IRON SHOTS, TRUER PUTTS,
SHARPER CLICK AND LONGER PLAYING LIFE.

Down South and out on the Coast golfers are talking about the wonderful performance of the new U.S. Royal with the *oil cushioned center*—the center that transmits more club-head-energy to the ball. The center that helps you get maximum distance off the tee, that gives you controllability and accuracy on the green.

Secret of this new center is the perfectly rounded, perfectly balanced globule of oil that is doubly sealed and molded within a perfectly rounded and

balanced pellet of soft rubber. Liveliest golf ball center ever produced, it has the ability to "recoil" quicker from club-head impact—thus transmitting more club-head-energy throughout the ball. Of extra sturdy construction, it permits winding at tremendous tension (which gives you more distance) but still resilient enough to provide marvelous feel and a good crisp click.

Play the new U.S. Royal yourself and discover the reasons why you will want to recommend it to your club members.

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



THE NEW U. S. ROYAL OIL CUSHIONED CENTER



TRANSMITS MORE
CLUB-HEAD-ENERGY TO THE BALL