GOLF BALLS ARE MADE OF RUBBER... Therefore, it's only natural that U. S. Royal Golf Balls, made of rubber by U. S. Rubber experts, should drive farther... putt truer... last longer! For the maker of U. S. Royals is also the world's largest producer of rubber!

U. S. ROYALS are accurate... controllable... rugged... superior! Why? Just this: Into every U. S. Royal Golf Ball are built the engineering skill and knowledge of the chemistry of rubber gained in decades of plantation experiment... years of laboratory research... and in the manufacture of thousands of world-famous rubber products such as: U. S. Royal Master Tires • U. S. Waterproof Footwear • U. S. Royal Heels • Uskide • U. S. Drug Sundries • U. S. Mechanical Rubber Goods • U. S. Swim Snits,Caps,and Shoes • Keds • Kedettes • Gaytes.

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