THE BALL THAT SCIENCE BUILT
AGAIN LEADS THE FIELD

BETTER FEEL!
GREATER CONFIDENCE!

With its EXCLUSIVE SILICONE "MAGIC" CENTER — a development of U. S. Rubber scientists using General Electric Silicone.

With its FAMOUS ELECTRONIC WINDING — for uniformity, accuracy and controllability.

With its CADWELL-GEER COVER — the toughest and most responsive ever made.

GREATER DISTANCE!
GREATER PRECISION!

SELL THE BALL THAT SCIENCE BUILT

THE GREAT

U.S. Royal

by U.S. RUBBER Serving Through Science
U.S. ROYAL BLUE — for championship and tournament play
U.S. ROYAL RED — for average golfers
Sold only through golf professional shops

• For a good medium priced golf ball — get U.S. Fairway, the Ball with a million friends.