Another Season!
Another smashing success

Last season U. S. Royal broke all sales records

This winter in the south the great demand continued

In the north the demand will be greater than ever

Professional golfers and club members everywhere are praising the ball with the silicone "magic" center and electronic winding. They'll be playing U. S. Royal again this year—because they know it peps up a man's game!

And so it goes with U. S. Royal—the Ball that Science Built

ITS EXCLUSIVE SILICONE "MAGIC" CENTER—Developed by scientists of United States Rubber Company using GENERAL ELECTRIC SILICONE.

ITS FAMOUS ELECTRONIC WINDING—For uniformity, accuracy and controllability.

ITS CADWELL-GEER COVER—The toughest and most responsive ever made.

THE GREAT

U. S. Royal

by U. S. RUBBER

Serving Through Science

Sold only through golf professional shops