

The New U. S. Royal Golf Ball Is Getting a Great Reception!



SILICONE "MAGIC" CENTER

Liveliest center ever used in a golf ball. Developed by scientists of U. S. Rubber Company using General Electric silicone.



ELECTRONIC WINDING

This special technique controls tension and provides the highest degree of uniformity. Result: true drives and greater putting control.



CADWELL-GEER COVER

The scientifically compounded cover with unsurpassed toughness. Makes U. S. Royal last longer.

North, south, east, west, from pros and topflight amateurs,—you hear nothing but praise for the new U. S. Royal. This golf sensation of the year is the liveliest ball you've ever hit. It's got a "click" and "feel" that lets you know right away it's the *right* kind of ball. And it's got plenty of distance as well as controllability.

Feature the new U. S. Royal, the ball with the Silicone "Magic" Center. The demand is heavy, so order enough to see you through the rest of the season.

The New *U. S. Royal* Golf Ball

Sold only through Golf Professional Shops

BLUE for championship and tournament play.

RED for greater durability —and distance too.

A PRODUCT OF

U.S. RUBBER
SERVING THROUGH SCIENCE

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

UNITED STATES
RUBBER COMPANY