

U. S. RUBBER COMPANY Proudly Presents

an exclusive, new kind of golf ball—

The New U. S. ROYAL

Liveliest substance ever used in a golf ball—developed by scientists of U. S. Rubber Company and General Electric Company—gives you the truest, longest U. S. ROYAL ever made. A better balanced ball with just the right feel and click and more accurate controllability than you've ever known.

ELECTRONIC WINDING—controlled compression—another reason for the perfect performance of the NEW U. S. ROYAL. Electronic winding controls the tension, assuring more uniformity than ever.

Tested and proved by many Golf Profes-

THE NEW U. S. ROYAL
SILICONE "MAGIC" CENTER



ELECTRONIC WINDING

sionals who tell us the NEW U. S. ROYAL is the outstanding ball for '48. Deliveries now being made. Ask your "U. S." representative for—

THE NEW

U. S. Royal

Sold Only Through Golf Professional Shops

BLUE for championship and tournament play. **RED** for greater durability — and distance too.

Every U. S. Royal has that tough, durable, Cadwell-Geer cover.

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