

# The only really new ball of the year is selling like hot cakes!



**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.

The new U. S. Royal is a really hot ball! It's hot on the fairway, and it's hot on selling. The pros and the topflight amateurs are praising it to the skies. They like its controllability and balance. They acclaim it as the *liveliest* ball of the year, with a "click" and "feel" that tells right away

it's a *right* kind of ball.

Display the new U. S. Royal, the ball with the Silicone "Magic" Center, and watch it sell like hot cakes. You'll need plenty of these new Royals this season so be sure to order enough now from your "U. S." representative.

## 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. Envyway, the ball with a million friends.

UNITED STATES RUBBER COMP