

The new U. S. ROYAL Golf Ball is breaking all sales records



Here's why! Golf Pros give these reasons:

1. It's the longest U. S. Royal they've ever sold.
2. The liveliest ball of the year.
3. Accurately balanced for putting.
4. Has a marvelous "click."
5. The kind of "feel" that puts a player at ease.

In U. S. Royal you get the winning combination of Silicone "Magic" Center—Electronic Winding—and Cadwell-Geer Cover. A better ball for better golf.

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



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