

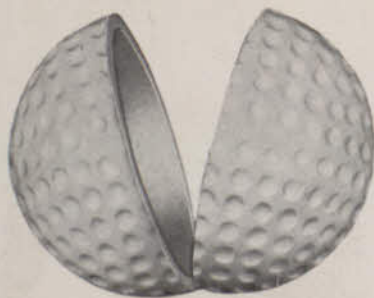
Silicone "Magic" Center

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: truer drives and greater putting control for U. S. Royal.



Cadwell-Geer Cover

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

ONLY THE NEW *U. S. Royal*

GOLF BALL HAS ALL THESE FEATURES

Why is the golfing world giving the new U. S. Royal such a tremendous reception? The reason's simple: U. S. Royal sets entirely new standards in controllability and balance, has remarkable distance. Pros and expert amateurs throughout the country say they can tell right away that U. S. Royal's *right* — just by the *click* and the *feel*.

Display and sell the NEW U. S. Royal, the ball with the Silicone "Magic" Center. It's the prize hit of the year... the sooner you order, the sooner you'll get delivery. Ask 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.

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

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