

THE  
GREAT

# U.S. Royal

**THE BALL THAT SCIENCE BUILT.**

## ITS EXCLUSIVE SILICONE "MAGIC" CENTER

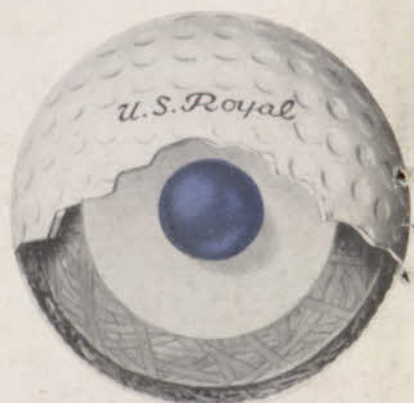
Liveliest center ever used in a golf ball. Developed by scientists of U. S. Rubber Company using General Electric silicone.

## ITS FAMOUS ELECTRONIC WINDING

This special technique controls tension and provides the highest degree of uniformity. Results: truer drives and greater putting control for U. S. Royal.

## ITS CADWELL-GEER COVER

The toughest and most responsive ever made.



*This season new multitudes of golfers will play the U. S. Royal Golf Ball following last year's record-breaking success. More golfers than ever will be looking for the U. S. Royal Golf Ball on your shelves this season.*

**SELL THE BALL THAT SCIENCE BUILT**



THE GREAT

# U.S. Royal

By **U. S. RUBBER**

Serving Through Science

FOR A GOOD MEDIUM-PRICED  
GOLF BALL—GET U. S. FAIRWAY,  
THE BALL WITH A MILLION FRIENDS.

*Sold only through golf professional shops*