

Your U. S. Royal Sales are INCREASING with Every Swing and Stroke...



on the Driving Tees



Because it's the Golf Ball:
with the EXCLUSIVE SILICONE "MAGIC"
CENTER—a development of U. S. Rubber
scientists using General Electric Silicone.



with the
FAMOUS
ELECTRONIC
WINDING—
for uniformity,
accuracy and
controllability.

with the CADWELL-GEER COVER—the toughest,
most responsive ever made.

on the Fairways



on the Greens



THE GREAT

U. S. Royal

by **U. S. RUBBER** Serving Through Science

U. S. Royal Blue—for championship and tournament play

U. S. Royal Red—for average golfers

Sold only through golf professional shops

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