



Here, at last, is golf ball perfection.

Electronic Winding makes it so—gives each U. S. Royal the uniformly high compression that produces length of drive and degree of control unmatched in the golfing world. Only U. S. Royal gives you all these:

Electronic Winding, Silicone "Magic" Center, Cadwell-Geer Cover with Longer-lasting, Glossy-white Paint.

**U.S. ROYAL GOLF BALLS**  
*at your pro shop*

PRODUCTS OF UNITED STATES RUBBER COMPANY

**33,000,000!** That's the immense coverage of the greatest U. S. Royal Golf Ball advertising campaign in history, appearing in *Saturday Evening Post*, *Holiday*, *Collier's*, *Time* and leading golfing magazines. Every member of your club will read about the new Electronic U. S. Royal. Most of them will want to play it! Get ready for a great season with U. S. Royal!

Sold only through Golf Professionals' Shops

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