

The Royal Way to Take a Wallop!



Another reason why
the ELECTRONIC U. S. ROYAL
is the World's Finest Golf Ball

These unusual photos were taken at an exposure of one one-millionth of a second. At the left, the Electronic U. S. Royal is compressed as the club head strikes it. A fraction of a second later, Electronic U. S. Royal has regained its perfectly spherical shape.

Such incredibly sensitive reaction is only one of many great qualities in this wonderful

ball. Electronic Winding for uniformly high compression... Silicone "Magic" Center for distance and accuracy... flashing white Cadwell-Geer Cover for long life... all these combine to make the world's finest golf ball. Golfers know that with U. S. Royal they play a better, more relaxed, more confident game.

SOLD ONLY THROUGH GOLF PROFESSIONALS' SHOPS

Sell the **U. S. ROYAL** AS ALWAYS, THE WORLD'S
FINEST GOLF BALL
WITH ELECTRONIC WINDING

PRODUCT OF UNITED STATES RUBBER COMPANY