

Perfect Winding... Only by Electronics



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

Here you see Electronic Winding—an exclusive "U. S." patent which winds every U. S. Royal under perfectly controlled tension. Any deviation from the predetermined standard is corrected *instantly* by electronics. The result? Uniformly high compression. A longer, truer game.

Painstaking care marks *every* phase in the manufacture of *every* U. S. Royal. Electronic

Winding... Silicone "Magic" Center... Cover... no matter what the operation, it is performed with scientific perfection.

That's why golfers can play a better, more relaxed, more confident game when they play U. S. Royal. And that's why U. S. Royal is America's finest, most copied, most imitated golf ball.

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