

# Live Center...



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

**ADVERTISED IN  
LEADING MAGAZINES!**

...Advertisements like this in *Saturday Evening Post*, *Collier's*, *Time*, *Holiday* and other magazines will increase the demand for Electronic U. S. Royals! Cash in on it.

From a slab of red silicone, this precision process dies out the unique Silicone "Magic" Center of every U. S. Royal. Developed by General Electric and U. S. Rubber engineers, this material and process stand unsurpassed in adding strength and accuracy to U. S. Royals.

Along with U. S. Royal's Silicone "Magic" Center goes Electronic Winding for uniform high compression, and the sparkling white Cover-Gear Cover for long life. No wonder more and more golfers are switching to U. S. Royals.  
*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