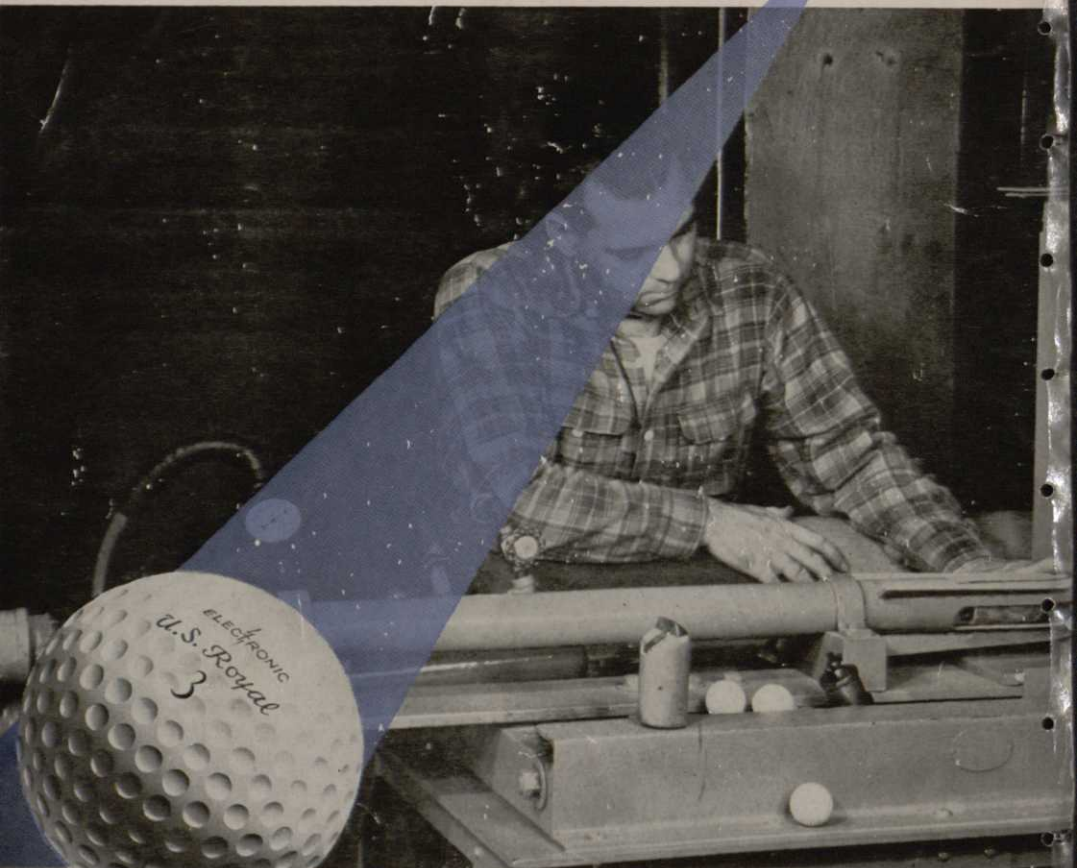


The Gun that never misses



Another reason why the
ELECTRONIC U. S. ROYAL
is the world's finest golf ball

This test determines the resistance of U. S. Royals to cover cuts. The gun barrel you see contains a projectile, 2 inches in diameter and 3 inches long, with a sharp-edged metal head. The ball is placed on a rubber tee and the projectile is shot at it with terrific force. Tests such as this are part of U. S. Royal's never-ending search for perfection.

Painstaking care marks every phase in the

manufacture of every U. S. Royal. Electronic Winding... Silicone "Magic" Center... Cadwell-Geer Cover... no matter what the operation, it is performed with scientific accuracy.

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