

Perfect Weight with U. S. Royal



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

Every U. S. Royal is weighed to make sure it is within the precise specifications set by the U. S. Golf Association. The weighing is done by an automatic machine which rests on a concrete pile sunk twenty feet underground to avoid any inaccuracy due to vibration.

Painstaking care such as this is typical of every phase in the manufacture of every U. S.

Royal Golf Ball. Electronic Winding for uniformly high compression... Silicone "Mag Center" for distance and accuracy... flash white Cadwell-Geer Cover for long life... matter what the operation, it is performed with scientific perfection.

That's why golfers know that with U. S. Royal they play a better, more relaxed 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