

YOUR LONG GAME IS LONGER

YOUR SHORT GAME IS TRUER

# U.S. ROYAL

## ELECTRONIC

ELECTRONIC  
U.S. Royal  
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Here, at last, is golf ball perfection! For only U. S. Royal and U. S. True Blue combine Silicone "Magic" Center, precision-molded rubber jacket, electronically controlled windings of the finest rubber tape and thread, Cadwell cover, and flashing-white paint. With U. S. Royal, you'll play a better, more confident game, round after round. Try it and see!

**U.S. ROYAL GOLF BALLS** *at your pro shop*  
PRODUCTS OF UNITED STATES RUBBER COMPANY

SOLD ONLY THROUGH  
GOLF PROFESSIONALS' SHOPS

• Millions of golf players—your own club members among them—will see this full-page U. S. Royal Golf Ball advertisement in magazines such as *Saturday Evening Post*, *Collier's*, *Time*, *Holiday*, *Golfing* and *Golf World*. More of your members will want to play Electronic U. S. Royals.

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

PRODUCT OF UNITED STATES RUBBER COMPANY