

Another reason why the swing is to ELECTRONIC U. S. ROYALthe World's Finest Golf Ball

Exclusive "U. S." electronic thread winding assures uniform tension which, in turn, assures uniformly high compression. The thin beam of light shown above "watches" the frequency of vibration of the thread at point indicated by pencil. An electronic device instantaneously corrects any deviations in the tension.

Equally ingenious equipment and processes are used at every stage in the manufacture of every U. S. Royal. Silicone "Magic" Center for distance and accuracy . . . flashing white Cadwell Cover for long life-no matter what the operation, up-to-date machinery and skilled technicians do it perfectly.

SOLD ONLY THROUGH GOLF PROFESSIONALS' SHOPS

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

WITH ELECTRONIC WINDING

PRODUCT OF UNITED STATES RUBBER COMPANY