



# ELECTRONIC U.S. ROYAL




 YOUR LONG GAME IS LONGER . . .

These hidden qualities are the secret of U. S. Royal's matchless performance! For only U. S. Royal and U. S. True Blue give you Silicone "Magic" Center, precision-molded rubber jacket, electronically controlled windings of the finest rubber tape and thread, Cadwell cover, and flashing-white paint. Yes—these distinctive features add up to a better game for you—every round you play.

 YOUR SHORT GAME IS TRUER

**U.S. ROYAL GOLF BALLS**  
*at your pro shop*

PRODUCTS OF UNITED STATES RUBBER COMPANY 

SOLD ONLY THROUGH  
GOLF PROFESSIONALS' SHOPS

More and more golfers will be playing Electronic U. S. Royals in 1952. Advertisements like this, appearing in *Saturday Evening Post*, *Collier's*, *Time*, *Golfing* and *Golf World* tell your own club members that only you sell Electronic U. S. Royal.

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

PRODUCT OF UNITED STATES RUBBER COMPANY