

ELECTRONIC
U.S. ROYAL



YOUR LONG GAME IS LONGER ... YOUR SHORT GAME IS TRUER

Inside U. S. Royal are the reasons why this matchless ball is the perfect partner on every round! Within its flashing-white paint is a "Magic" Silicone Center, precision-molded rubber jacket, electronically controlled windings of the finest rubber tape and thread, and the famed Cadwell cover. Yes — they add up to perfection — they enable U. S. Royal and U. S. True Blue to offer you a remarkably better game, round after round.

U.S. ROYAL GOLF BALLS
at your pro shop

PRODUCTS OF UNITED STATES RUBBER COMPANY

SOLD ONLY THROUGH
GOLF PROFESSIONALS' SHOPS

Powerful, sales-producing advertisements like this, appearing in *Saturday Evening Post*, *Collier's*, *Time*, *Golf World* and *Golfing* will help you sell more U. S. Royals than ever!

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

PRODUCT OF UNITED STATES RUBBER COMPANY