

WHITE! WHITE! WHITE!



Another reason why the swing



is to **ELECTRONIC U. S. ROYAL**—
the World's Finest Golf Ball

The paint is sprayed from automatic guns while the ball rotates on spindles. Between coats, the ball dries in a hot room for twenty-four hours. The result? A flashing white ball that *stays* white.

Painstaking care marks every step in the manufacture of every U. S. Royal. Electronic Winding

...Silicone "Magic" Center...Cadwell Cover... no matter what the operation, it is performed with scientific perfection.

Golfers everywhere know that with Electronic U. S. Royal they play a better, more confident, more relaxing 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