

- ★ FEEL
- ★ CLICK
- ★ DISTANCE
- ★ ACCURACY

YOU GET MORE OF ALL 4 WITH...
ELECTRONIC U.S. ROYAL



When you tee off with U. S. Royal or U. S. True Blue, you sense the beginning of a better game. There's that satisfying *Feel* — as the ball leaves your club with a sharp, crisp *Click*. And you get greater *Distance* and *Accuracy* with every stroke.

The secret of this matchless performance is inside the precision molded CaJwell cover: Exclusive Electronic Winding, found only in U. S. Royal and U. S. True Blue, plus Silicone "Magic" Center.

Play the game your skill deserves — with the famous U. S. Royal Special, Super Compression; the U. S. Royal, High Compression; or the U. S. Royal, Medium Compression.



Exclusive U. S. INSOLITE — The only practice ball that looks like a real golf ball... evaluates your performance... goes but a short distance... practically indestructible.

U.S. ROYAL GOLF BALLS
at your pro shop

PRODUCTS OF UNITED STATES RUBBER COMPANY 

● Starting this month, millions of golf players—your own club members among them—will see full-page U. S. Royal Golf Ball advertisements like this in the *Saturday Evening Post*, *Time*, *Esquire*, *Golfing* and *Golf World*. More and more of your members in 1953 will want to play Electronic U. S. Royals—as always, the world's finest.

Sell

U.S. ROYAL GOLF BALLS

**SOLD ONLY THROUGH
 GOLF PROFESSIONALS' SHOPS**