



YOU GET MORE
OF ALL 4

- * FEEL
- * CLICK
- * DISTANCE
- * ACCURACY

ELECTRONIC U.S. ROYAL

As you watch Electronic U. S. Royal sail out over the fairway, you'll know that this is a great ball.

That satisfying *Feel*—a more alive response; the sharp crisp *Click* as this sparkling white ball leaves your club for greater *Distance* and *Accuracy*.

Round after round, *Electronic Winding*, only in U. S. Royal and U. S. True Blue, the Silicene "Magic" Center, the precision molded Cadwell cover, and the flashing white point, all add more consistent enjoyment to your game.


Ask your pro to help you choose the ball to fit your game: the U. S. Royal Special, Super Compression; the U. S. Royal, High Compression; or the U. S. Royal, Medium Compression.

U.S. ROYAL GOLF BALLS at your pro shop



Exclusive!

U. S. ENSOLITE—The only practice ball that looks like a real golf ball... evaluates your performance... gives you a short distance... practically indestructible.

PRODUCTS OF UNITED STATES RUBBER COMPANY 

● Throughout the season, 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 member 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