

- ★ 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. ENSOLITE — 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 

● **Memo to all pros:** U. S. Royal Golf Ball advertisements like this were part of the solid backing you had in 1953. This year you're going to get more than ever. Look for previews of 1954 U. S. Royal advertising in your pro magazines... see why your members are going to buy more and more Electronic U. S. Royals in 1954!

*Sell*

**U.S. ROYAL GOLF BALLS**

**SOLD ONLY THROUGH  
 GOLF PROFESSIONALS' SHOPS**

UNITED STATES RUBBER COMPANY