

Great new ball!

U. S. ROYAL SENIORS



**First golf ball made especially
for the easy-swinging golfer!**

U. S. Royal Seniors is the result of years of development. We wanted a ball that would get more distance for the easy-swinging golfer—and now it's here! When struck with a medium-speed swing, this ball actually goes farther than a high-tension wound ball would (hit by the same golfer). It features a liquid Silicone Center. And the new Cadwell Cover with its brilliant X-55 white paint resists cuts and scrapes like armor plate—washes back to a like-new look every time. Try a U. S. Royal Seniors soon yourself—you'll see! Sold only through Golf Professionals' shops.



United States Rubber

Rockefeller Center, New York 20, N. Y.