

Don't play an old-fashioned Golf Ball!

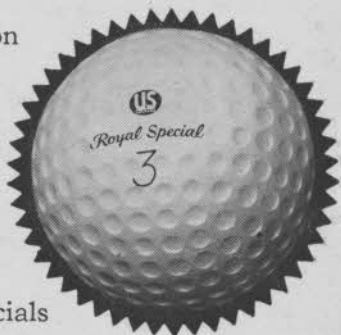


Play modern U. S. Royal Specials
the ball **KEN VENTURI*** drives yards farther



Ken says, "The Royal Special really moves out fast.

It flies for more distance on every drive." That's why so many winning Pro's are giving it the big play this year. Try this greatly improved, modern ball and see for yourself. U. S. Royal Specials are sold only through golf professionals' shops.



*U. S. Royal Staff



United States Rubber

Rockefeller Center, New York 20, N. Y.