

"I KNOW U.S. ROYAL IS LONGER OFF THE TEE -IT'S GOT H.I.V.!" SAYS KEN VENTURI, U.S. ROYAL STAFF

"Hole after hole, round after round—I can count on the U.S. Royal Special to put more distance in my drives. This ball has H.I.V.—High Initial Velocity. It releases its power more quickly on impact, adds yards to any good golfer's game. See how much longer it makes you off the tee!"

More winning golfers like Ken Venturi are playing it every day. Sold only at Pro Shops.



United States Rubber

Rockefeller Center, New York 20, N.Y.

WORLD'S LARGEST MANUFACTURER OF GOLF BALLS