



Ken Venturi



Bob Hill



Fred Hawkins

**MORE AND MORE**



Al Besselink



Joe Conrad



Bill Ezinicki

**LEADING GOLFERS ARE JOINING  
THE BIG SWING TO...**

# U.S. ROYAL

**THE BALL WITH H.I.V.**

Why have so many top professionals like these switched to the U. S. Royal Special? Because they've found this great ball has H.I.V.—High Initial Velocity. By more quickly releasing its power on impact, this ball consistently adds *yards* to any good golfer's drives. Prove it yourself. Join the big swing to U. S. Royal. Try the ball with H.I.V., sold only through your golf professional's shop!



**United States Rubber**

Rockefeller Center, New York 20, N. Y.

**WORLD'S LARGEST MANUFACTURER OF GOLF BALLS**