



Some things go farther than the U. S. ROYAL



... but no other golf ball does!

Aircraft, we admit, outsoar the U. S. Royal Special. But you have the word of the world's largest golf ball manufacturer that no other golf ball goes farther off the tee. No other is more accurate or more durable. No other is whiter, or *stays* whiter, thanks to new "U. S." Ultra-White paint. Available only at your professional's shop . . . see him before your next round!



Ken Venturi of the U. S. Royal Staff has won many major tournaments, placed high in countless others. Ken plays the U. S. Royal Special, calls it "in every way, the best ball made."



United States Rubber

Sports Dept., Rockefeller Center, New York 20, N.Y.