This is the ball with EVERYTHING

the average player wants

You know what the average golfer wants in a ball. He wants the greatest possible distance, and he wants the utmost accuracy—then along with these he wants a ball tough enough to take a lot of hard play.

It is not easy to make a good ball with a full measure of all these qualities. But we have outdone ourselves in the New U. S. Royal. Never before in one ball has there been so supreme a combination of everything the average golfer wants . . . And the New U. S. Royal is but one of the famous, fast-selling, profit-making U. S. line—a line that features a fine ball for every player and every pocketbook. Ask about it.

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