More power in the "Power Zone"—more distance—better balance—finer feel and click. That's what Spun-Latex Power Winding means in a golf ball. That is why the name "U. S. Royal" identifies today's finest line of golf balls. For only U. S. Royals are made with Spun-Latex Power Winding—no other golf ball, anywhere, has this super-power winding—the costliest and the most unusual winding ever used in a golf ball. The U. S. ROYAL BLUE—precision-made for tournament and championship play. A truly great Distance Ball. A perfectly balanced ball—each element of its construction so blended with every other element as to produce a finished ball as nearly perfect as modern science has ever made a golf ball. Then—as double insurance that every U. S. Royal Blue will give the good golfer Great Distance, Fine Feel and Click, every U. S. Royal Blue must pass the famous U. S. Dual-Compression Test—not just one but two compression tests. That's the final reason for the remarkable UNIFORMITY of its superlative performance.

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3 good golf balls for $1.00

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U. S. ROYAL BLUE
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NEW AND IMPROVED Spun-Latex POWER WINDING
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