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an exclusive, new kind of golf ball—

The New U. S. ROYAL

Liveliest substance ever used in a golf ball—developed by scientists of U. S. Rubber Company and General Electric Company—gives you the truest, longest U. S. ROYAL ever made. A better balanced ball with just the right feel and click and more accurate controllability than you've ever known.

ELECTRONIC WINDING—controlled compression—another reason for the perfect performance of the NEW U. S. ROYAL. Electronic winding controls the tension, assuring more uniformity than ever.

Tested and proved by many Golf Professionals who tell us that the NEW U. S. ROYAL is the outstanding ball for '48. Deliveries now being made. Ask your "U. S." representative for—

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