The only really new ball of the year is selling like hot cakes!

SILICONE "MAGIC" CENTER

ELECTRONIC WINDING
This special technique controls tension and provides the highest degree of uniformity. Results true drives and greater putting control.

CADWELL-GEER COVER
The scientifically compounded cover with unsurpassed toughness. Makes U.S. Royal last longer.

The new U.S. Royal is a really hot ball! It's hot on the fairway, and it's hot on selling. The pros and the topflight amateurs are praising it to the skies. They like its controllability and balance. They acclaim it as the liveliest ball of the year, with a "click" and "feel" that tells right away it's a right kind of ball.

Display the new U.S. Royal, the ball with the Silicone "Magic" Center, and watch it sell like hot cakes. You'll need plenty of these new Royals this season so be sure to order enough now from your "U.S." representative.

The New U.S. Royal Golf Ball
Sold only through Golf Professional Shops

BLUE for championship and tournament play.
RED for greater durability—and distance too.

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SERVING THROUGH SCIENCE

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