Display it, Explain it, Push it
it’s U. S. ROYAL
The Ball that Science Built

With its exclusive Silicone “Magic” Center with its high resilient rebound
With its famous Electronic Winding for uniform tension and precision

With its Cadwell-Geer Cover—the toughest and most responsive ever made
It’s the greatest driving, putting and hitting golf ball in the history of golf

The click, feel, distance and uniformity mean more confidence and a better game

SELL THE BALL THAT SCIENCE BUILT

THE GREAT
U. S. Royal

by U. S. RUBBER Serving Through Science
U. S. Royal Blue—for championship and tournament play
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Sold only through golf professional shops