Never before has a golf ball moved with such dramatic suddenness to the forefront in public acceptance!

Yet the outstanding sales success of the Electronic U. S. Royal is no mystery. It is unquestionably the world’s finest golf ball. And it is the most copied, most imitated golf ball in America today. Superbly engineered, it contains a combination of features found in no other ball: Amazing Electronic Winding, for uniformly high compression; Silicone “Magic” Center for pinpoint accuracy; Cadwell-Gee Cover with longer-lasting, glossy-white paint.

Yes, the Electronic U. S. Royal has broken sales records all over the country. Golfers everywhere now know they can play no finer ball than a U. S. Royal—the perfect partner on every round.

AN OUTSTANDING SUCCESS

Sold Only Through Golf Professionals’ Shops

Sell the U.S. ROYAL

AS ALWAYS, THE WORLD’S FINEST GOLF BALL