Here you see Electronic Winding—an exclusive "U. S." patent which winds every U. S. Royal under perfectly controlled tension. Any deviation from the predetermined standard is corrected instantly by electronics. The result? Uniformly high compression. A longer, truer game. Painstaking care marks every phase in the manufacture of every U. S. Royal. Electronic Winding...Silicone "Magic" Center...Cushwell-Geer Cover...no matter what the operation, it is performed with scientific perfection.

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