MEMO TO ALL PROS:

U. S. Royal Golf Ball advertisements like this were part of the solid backing you had in 1953. This year you’re going to get more than ever. Look for previews of 1954 U. S. Royal advertising in your pro magazines... see why your members are going to buy more and more Electronic U. S. Royal Golf Balls in 1954!

Sell

U. S. ROYAL GOLF BALLS

SOLD ONLY THROUGH GOLF PROFESSIONALS’ SHOPS

U. S. ROYAL GOLF BALLS

At your pro shop

PRODUCED BY UNITED STATES RUBBER COMPANY

FEEL
CLICK
DISTANCE
ACCURACY

YOU GET MORE OF ALL 4 WITH...

ELECTRONIC U. S. ROYAL

When you tee off with U. S. Royal or U. S. True Blue, you sense the beginning of a better game.

There’s that satisfying Feel – as the ball leaves your club with a sharp, crisp Click. And you get greater Distance and Accuracy with every stroke.

The secret of this matchless performance is inside the precision molded Convol cover: Exclusive Electronic Winding, found only in U. S. Royal and U. S. True Blue, plus Silicone “Magic” Center.

Play the game your skills deserve – with the famous U. S. Royal Special, Super Compression, the U. S. Royal, High Compression, or the U. S. Royal, Medium Compression.

U. S. ROYAL GOLF BALLS

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