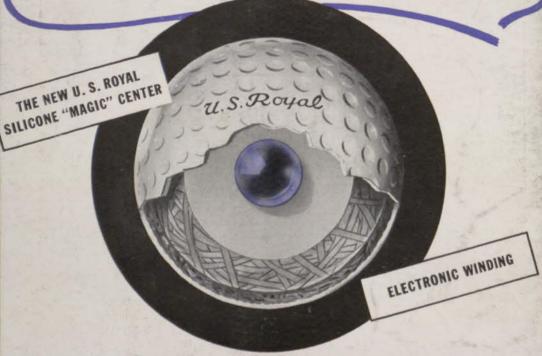
## The New U.S. ROYAL is Causing Plenty of Excitement



## AND HERE'S WHY

SILICONE "MAGIC" CENTER: — Liveliest center ever used in a golf ball. Developed by scientists of U. S. Rubber Company and General Electric Company.

ELECTRONIC WINDING:—This special technique controls tension and provides the highest degree of uniformity. Result: truer drives and greater control for U. S. Royal.

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

The new U. S. Royal is the talk of today's golf world. Wherever golf is being played, veteran amateurs and Pros are praising Royal's remarkable distance, controllability and balance. They can tell by the *feel* and the *click* that U. S. Royal's *right*. Make no mistake about it, U. S. Royal, with the Silicone "Magic" Center, is the greatest golf ball sensation of the year.

Get set now to handle the season's demand for U. S. Royal. The rush is on—early orders get shipping preference. Ask your "U. S." representative.

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LUE for championship and tournament play.

RED for greater durability — and distance too.

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