

A Sensational Success!

Pros and Players

Acclaim the New

U. S. Royal

GOLF BALL

In every winter golf center—South or West—the new U. S. Royal is making golf history. Top flight pros and amateurs are amazed at Royal's balance and controllability. They like its right *feel* and *click*. And for slamming out distance drives, they find it's the truest, longest ROYAL they've ever hit!

Scientists of U. S. Rubber Company and General Electric Company developed this golf sensation—**SILICONE "MAGIC" CENTER**—liveliest substance ever used in a golf ball. U. S. Royal's great performance was im-

THE NEW U. S. ROYAL
SILICONE "MAGIC" CENTER



ELECTRONIC WINDING

proved still further by **ELECTRONIC WINDING**—which controls tension and provides more uniformity than ever before.

Deliveries of this wonder ball are now being made. Ask your "U.S." representative.

THE NEW

U. S. Royal

GOLF BALL

Sold Only Through Professional Golf Shops

BLUE for championship and tournament play. **RED** for greater durability — and distance too.

Every U. S. Royal has that tough, durable, Cadwell-Geer cover.

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