

*Display it, Explain it, Push it*  
**it's U. S. ROYAL**

*The Ball that Science Built*

With its exclusive *Silicone "Magic" Center*  
with its high resilient rebound

With its famous *Electronic Winding* for uniform  
tension and precision



With its  
**Cadwell-Geer Cover**—  
the toughest and most  
responsive ever made

It's the greatest driving,  
putting and hitting golf ball  
in the history of golf



The click, feel, distance and  
uniformity mean more  
confidence and a better game



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For a good  
medium  
priced  
golf ball—get  
U. S. Fairway,  
the Ball with a  
million friends.



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U. S. Royal Blue—for championship and tournament play

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Sold only through golf professional shops