

Here, at last, is golf ball perfection.  
Electronic Winding makes it so—gives each U. S. Royal the uniformity  
high compression that produces length of drive and degree  
of control unmatched in the golfing world. Only U. S. Royal gives you all these:  
Electronic Winding, Silicone "Magic" Center, Cadwell-Gear Cover  
with Longer-lasting, Glossy-white Point.

**U.S. ROYAL GOLF BALLS**  
*at your pro shop*

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33,000,000! That's the immense coverage of the greatest U. S. Royal Golf Ball advertising campaign in history, appearing in Saturday Evening Post, Holiday, Collier's, Time and leading golfing magazines. Every member of your club will read about the new Electronic U. S. Royal. Most of them will want to play it! Get ready for a great season with U. S. Royal.

Sold only through Golf Professionals' Shops

Sell the **U.S. ROYAL**

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