

HOLIDAY POST

TIME Collier's



Electronic Winding gives every new U. S. Royal uniformly high compression. That is why this superb ball yields more yardage, why it is easier to control. You will find the U. S. Royal to be a perfect partner on every round—the realization of all you've ever believed a great golf ball should be. Only U. S. Royal gives you all these: Electronic Winding, Silicone "Magic" Center, Cadwell-Geer Cover with longer-lasting, Glossy-white Paint.

**U.S. ROYAL GOLF BALLS**

at your pro shop  
PRODUCTS OF UNITED STATES RUBBER COMPANY

Yes, ONLY the superb U. S. Royal gives you all these: Electronic Winding, Silicone "Magic" Center, Cadwell-Geer Cover with Longer-lasting, Glossy-white Paint. That's why U. S. Royal is the most copied, most imitated golf ball in America today! Your own club members will read about and see the new Electronic U. S. Royal in the Saturday Evening Post, Holiday, Collier's, Time, and leading golfing magazines. They'll all want to play this matchless ball. Get set to sell it! Get set for a great year with U. S. Royal.

Sold only through Golf Professionals' Shops

Sell the **U.S. ROYAL**

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