


AN OUTSTANDING SUCCESS

Never before has a golf ball moved with such dramatic suddenness to the forefront in public acceptance!

Yet the outstanding sales success of the Electronic U. S. Royal is no mystery. It is unquestionably the world's finest golf ball. And it is the most copied, most imitated golf ball in America today. Superbly engineered, it contains a combination of features found in no other ball: Amazing

Electronic Winding, for uniformly high compression; Silicone "Magic" Center, for pinpoint accuracy; Cadwell-Geer Cover with longer-lasting, glossy-white paint.

Yes, the Electronic U. S. Royal has broken sales records all over the country. Golfers everywhere now *know* they can play no finer ball than a U. S. Royal—the perfect partner on every round.

 Sold Only Through Golf Professionals' Shops

Sell the **U.S. ROYAL**

AS ALWAYS, THE WORLD'S
FINEST GOLF BALL