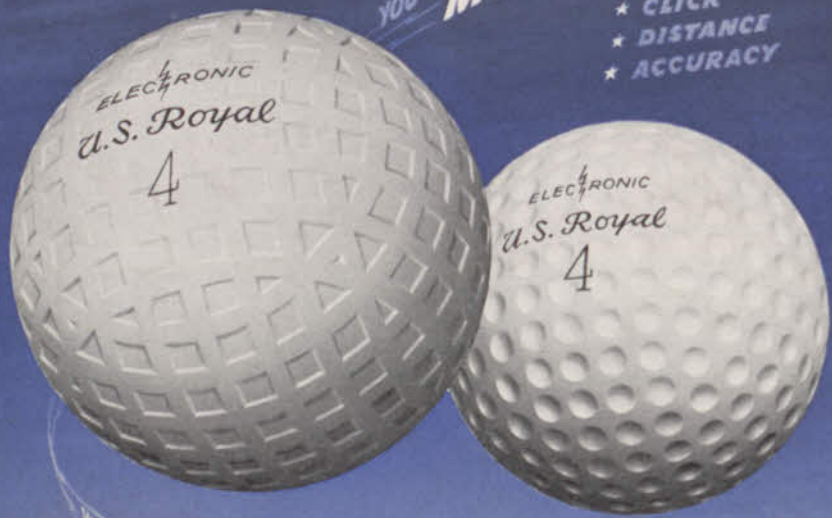


GARDNER

YOU GET MORE OF ALL 4

- * FEEL
- * CLICK
- * DISTANCE
- * ACCURACY



WITH ELECTRONIC U.S. ROYAL

Electronically wound, U. S. Royals never vary from the highest standards of perfection. Inside the sparkling white, precision molded Cadwell cover, Electronic Winding wraps the Silicone "Magic" Center with absolute uniform balance.

U. S. Royal, with the new mesh-marked Cadwell cover, brings the return of a favorite—now for the first time with Electronic Winding and Silicone "Magic" Center. This ball is identical in every way with the famous dimple-marked U. S. Royal except for the distinctive mesh-marked cover—a design preferred by many leading players in the past.

Try this new addition to the U. S. Royal Golf Ball family. See how the mesh-marked U. S. Royal or U. S. True Blue may improve your game. Conforms to all U.S.G.A. specifications



Exclusive!
PLASTI-GUARD WRAP—Detach one ball from chain. Simply shell or peel off acetone jacket. Leaves other balls protected from dirt and discoloration.

Exclusive!
U. S. ENSOLITE—The only practice ball that looks like a real golf ball... evaluates your performance... goes hot in short distance... practically indestructible.



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● Throughout the season, millions of golf players—your own club members among them—will see full-page U. S. Royal Golf Ball advertisements like this in the *Saturday Evening Post*, *Time*, *Esquire*, *Golfing* and *Golf World*. More and more of your members in 1953 will want to play Electronic U. S. Royals—as always, the world's finest.

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