Golfing’s greatest ball... now still further advanced!

**U.S. ROYAL**

The ball that rocketed into tremendous new nation-wide popularity last year is now finer still—more than ever golfing’s greatest ball!

**INSIDE** Exclusive Silicone “Magic” Center, electronically wound for perfect tension, absolute uniformity... the world’s sweetest click! No “weak” spots or hidden imperfections... your U.S. Royal goes as far and true as you hit it.

**AND OUT** Improved Cadwell Cover, with a secret new elastomeric compound, defies nicks and cuts. There’s a triple coat of sparkling white enamel. And a new “blue spot” gives instant identification.

In 2 cover designs! The radically new, widely acclaimed “distance” ball with exclusive Diamond cover marking... or the ever popular dimple design—both U.S.G.A. approved.

Don’t be caught without stock this Labor Day! Order your needs now. Keep your “Violations Posters” up. Let them work for you!

Ladies! There’s a new Queen Royal tailored to your swing!

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With new, improved Plasti-Guard Wrap that keeps U.S. Royals new—snaps open in a wink.

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