new, improved
U. S. ROYAL

It flew to great new heights of popularity last year... and now the U. S. Royal is still further advanced—so good you have to play it to appreciate it!

U. S. Royal's exclusive Silicone "Magic" Center gives smoother, true-flight power, and it's electronically wound for perfect tension—precise, beautiful balance—the sweetest click in the game!

The famous Cadwell Cover is now tougher still! A secret elastomeric compound fights off nicks and cuts for "new ball" performance game after game! A triple-coat of special, extra-white enamel washes new again and again. And a distinctive new "blue spot" gives instant identification.

2 cover designs, too... the widely acclaimed new U. S. Diamond-marked cover, or the popular dimple design... both U.S.G.A. approved. In new, improved Plastiguard package that keeps your U. S. Royals new, snaps open instantly.

U. S. ROYAL GOLF BALLS
at your pro shop

Pre-Selling
U. S. ROYALS for You . . .

this advertisement appears in . . .

GOLF WORLD
March 11

GOLFING
March

PROFESSIONAL GOLFER
March

GOLF LIFE
March

TIME
April 18

SPORTS ILLUSTRATED
April 25

GOLF DIGEST
April

NEWSWEEK
May 9

HOLIDAY
May

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

UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK