Your customers stay "cool" with this red hot new ball

...it's the revolutionary U. S. Royal with explosive power!

"Tough shot? Never! Playing U. S. Royal, Old Bean!" That's your customer talking. He's "cool"—because you recommended revolutionary new U. S. Royals to him. And small wonder! They're new inside—new outside! New—power-packed high energy rubber thread—wound electronically under high-tension, with more windings per ball. New—center filled with Liquid Silicone, the world's liveliest substance. It all means explosive power... quicker snap-back after clubhead impact... a sweet "click" and crisp feel. Also new—improved super-rugged, thinner Cadwell Cover—defies scrapes and cuts. And remember: U. S. Royals come in 2 cover designs—the widely-acclaimed, exclusive Diamond-marked cover and the popular dimple design—both U. S. G. A. approved. Always recommend U. S. Royals!

Display all 4 great U. S. Royal Golf Balls—Specials, for championship and tournament play—Blues, for the low-handicap golfer—Reds, for durability and distance, too—Queen Royals, specially constructed for lady golfers.

Sold ONLY through golf professionals' shops!

United States Rubber