

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.



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

**U. S. ROYAL GOLF BALLS**  
at your pro shop

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

**UNITED STATES RUBBER COMPANY**  
ROCKEFELLER CENTER, NEW YORK

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

