

merica's golfers boosted U. S. Royals to remendous new popularity last year. And olfing's greatest ball is still further advanced nis year!

Ask your U. S. Royal salesman about this eries of eye-catching posters. They'll intrigue

every golfer who enters your shop.

And powerful seasonal advertising in Time, Newsweek, Sports Illustrated and Holiday, a w on TV screens will spread the U. S. Roy 1 story to golfers everywhere.



Feature

S. ROYAL GOLF BALLS Sold only through , Golf Professionals' shops

COMPANY