

From core... to score...
golfing's greatest ball

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 Plasti-Guard package that keeps your U. S. Royals new, snaps open instantly.

U. S. ROYAL GOLF BALLS
at your pro shop

Be sure you have stock for big July-August vacation play! Keep your "Violations Posters" on display—**THEY'LL HELP YOU SELL!**



Ladies! There's a new Queen Royal tailored to your swing!
UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK