



Step up to golfing's greatest ball
the new, improved
... **U. S. ROYAL**

The ball that rose to tremendous new heights of popularity last year is now more than ever golfing's greatest ball... inside and out!



OUTSIDE A triple coat of gleaming enamel that stays white. A distinctive new "blue spot" for quick identification. And the famous Cadwell Cover now has a secret new elastomeric compound for lasting newness.

INSIDE An exclusive Silicone "Magic" Center for smoother, zooming power—electronically wound for unequalled playability... the world's sweetest click!

With 2 cover designs! The exclusive new, widely acclaimed Diamond-marked cover, or the ever popular dimple design—both U.S.G.A. approved.



New improved Plasti-Guard keeps your U. S. Royals new—zips open instantly.

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



Pre-Selling
U. S. ROYALS
for You,
this
advertisement
appears in:

GOLF WORLD April 22
and June 3

TIME June 13

NEWSWEEK June 20

SPORTS ILLUSTRATED
June 27

HOLIDAY June

GOLFING June

PROFESSIONAL GOLFER
June

GOLF DIGEST July



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