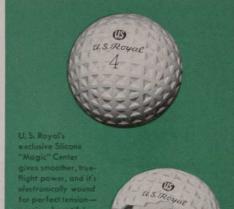
## From core...to score... golfing's greatest ball



## 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!



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 ename!
washes new again
and again, And a
distinctive new



2 cover designs, too ... the widely acclaimed new U. S. Diamondmarked 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

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

UNITED STATES RUBBER COMPANY

Pre-Selling
U. S. ROYALS
for You...

this advertisement appears in . . .

GOLF WORLD

March 11

March

GOLFING March

PROFESSIONAL GOLFER

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GOLF LIFE March

TIME April 18

SPORTS

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ILLUSTRATED April 25

GOLF DIGEST

NEWSWEEK May 9

May

April