

Keep your eye on
golfing's greatest ball
... still further advanced!

U. S. ROYAL



Outside!

A distinctive new "blue spot" identifies golfing's greatest ball. There's a triple coat of special, long-wearing enamel. And the famous Cadwell Cover is now reinforced with a secret new compound for lasting "newness"!

And look inside!

Exclusive Silicone "Magic" Center is wound to perfection, electronically, for the world's sweetest click... your greatest game.

Keep your eye on the widely acclaimed new Diamond-marked cover, or the popular dimple design—both U.S.G.A. approved.



In new, improved Plasti-Guard that 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 8
and May 6

TIME May 23

GOLF WORLD May 27

NEWSWEEK May 30

GOLFING May

PROFESSIONAL GOLFER
May

SPORTS ILLUSTRATED
June 6

GOLF DIGEST June



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

UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK

