

Are your
customers
goofing
instead
of golfing?



... Sell them revolutionary new **U. S. Royals**

You see *more* smiles at the 19th hole when you sell your customers U. S. Royals. They're new inside. New outside! *New*—power-packed, high-energy rubber thread—wound electronically, with more windings per ball. *New*—center filled with *Liquid Silicone*, the world's liveliest substance. *New*—improved, thinner, yet super-rugged Cadwell Cover. It all means explosive power... quicker get-away... a crisp "click" and sweet feel. U. S. Royals come in 2 cover designs—the new exclusive Diamond cover marking and the popular dimple design.

Display all 4 great U. S. Royal Golf Balls—Specials, for championship and tournament play... Blues, for the easy-swinging low-handicap golfer... Reds, for durability and distance, too... Queen Royals, specially constructed for lady golfers.



Sold **ONLY** through golf professionals' shops!



United States Rubber