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

Mediocre golf balls never helped mediocre golfers. That's why you should recommend the best on the fairways—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

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