

Your
customers
stay "cool"
with this
red hot new ball



...it's the revolutionary **U. S. Royal** with explosive power!

"Tough shot? Never! Playing U. S. Royal, Old Bean!" That's *your* customer talking. He's "cool"—because *you* recommended revolutionary new U. S. Royals to him. And small wonder! They're new inside—new outside! *New*—power-packed high energy rubber thread—wound electronically under high-tension, with more windings per ball. *New*—center filled with *Liquid Silicone*, the world's liveliest substance. It all means *explosive power* . . . quicker snap-back after clubhead impact . . . a sweet "click" and crisp feel. Also *new*—improved super-rugged, thinner Cadwell Cover—defies scrapes and cuts. And remember: U. S. Royals come in 2 cover designs—the widely-acclaimed, exclusive Diamond-marked cover and the popular dimple design—both U. S. G. A. approved. Always recommend *U. S. Royals!*

Display all 4 great U. S. Royal Golf Balls—*Specials*, for championship and tournament play—*Blues*, for the 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