

PREDICTION

All signs point to 1956 being the biggest golfing year ever — **for all of us!** More men — more women than ever before will be playing golf. More money will be spent in your shop if you're ready. We're set to meet this great demand — to help you get a record slice of this gigantic market. One of your biggest profit leaders will be U. S. Royal Golf Balls! Our complete line helps you meet the needs of every golfer — week-end enthusiast, low-handicap player, women, too. So — get ready — stock up — it's going to be big ... big ... BIG!

U.S. ROYAL GOLF BALLS

SOLD ONLY THROUGH GOLF PROFESSIONALS' SHOPS



United States Rubber