



Do your
golfers
get caught
in impossible
lies?

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

When your customers come off the last green they should have a light step and a satisfied smile—not wet feet and a snarl! So make sure you sell them the best golf balls—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

Rockefeller Center, New York 20, N. Y.