



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

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

He's "cool"—because you recommended revolutionary *new* 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, super-rugged, thinner 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