

They're here—New U. S. ROYALS



for every golfer



...and every market!

Here are the top 1957 U. S. Royal Golf Balls. Each ball is designed to help a certain-type golfer get more out of his game. Each ball is greatly improved—from core to cover. And they all feature exclusive new X-55 white coating that washes to a bright white, round after round. *U. S. Royal Specials*—for the good hard-hitting golfer... it rockets for more yards... lasts far longer... it's the best tournament ball we've ever made! *U. S. Royal Seniors*—brand-new... made especially for the easy-swinging golfer... when struck by an easier-speed swing, it goes for more yards than a high-tension wound ball. *U. S. Royal Blues*—the perfect ball for the average-good golfer... features armor-tough cover that defies cuts and scrapes... packs plenty of explosive power, too. *U. S. Queen Royals*—tailored to a lady's swing... helps the lady golfer get more distance from a lighter swing... yet it's tougher, to resist scrapes, cuts and bruises! U. S. Royal Golf Balls are sold only through Golf Professionals' shops.



United States Rubber

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