

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.

All four of these U. S. Royals are available in both Dimple or Diamond Marked Covers



United States Rubber

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