U. S. ROYALS—the golf balls with the story that sells

told to millions in full-page ads like this in Time Magazine, Golf World and Golf Digest. And on television, too, this story as told by Dave Garroway—golfer and master salesman—and on more than seven other TV programs in every section of the country, is reaching millions of enthusiastic golfers! Your members will be interested—you'll sell plenty. Just keep 'em up front and remember these words, "U. S. Royal Golf Balls—developed by the age of flight!"

FEATURE

U. S. ROYAL GOLF BALLS

Sold only through Golf Professionals' shop