

The
*Sparkling Diamond
Design*

that sparks more sales!



the New
Electronic
U. S. ROYAL
with
Diamond Cover
Marking

This revolutionary cover-marking design makes the new Electronic U. S. Royal startling in appearance... outstanding in performance! The culmination of aerodynamic research, the Diamond Cover Marking has more surface interruptions, which pull the ball ahead for greater carry, more lift,

longer flight. Its unique appearance makes it easier to keep the eye on the ball for greater accuracy. It sparkles in flight... sheds dirt, stays whiter longer, washes easier. This is the ball that will make golfing history this year... stock up today for your biggest sales year ever!



Sell

U. S. ROYAL GOLF BALLS

*Sold only through
Golf Professionals' Shops*

UNITED STATES RUBBER COMPANY