

DEVELOPED BY THE
AGE OF
FLIGHT!



**ELECTRONIC
U. S. ROYAL
GOLF BALLS**

Here are today's outstanding golf balls, Electronic U. S. Royals. Designed on the very same aerodynamic principles that have made our age the age of flight. The new *Electronic U. S. Royal with Diamond Cover Marking*. The ultimate in aerodynamic precision. Designed so that its particular marking creates less air resistance, actually pulls the ball ahead. You get more lift, greater carry, longer flight. You'll find its design gives you greater accuracy on every shot ... makes it sparkle and glisten in flight, stay whiter and wash up better.

The *Electronic U. S. Royal with Dimple Cover Marking*. Ballistically perfect precision markings make this ball true and accurate in flight and on the green. From its electronically controlled tension winding to its aerodynamically designed outer cover, this ball is the finest of its kind ever made!

All U. S. Royal Golf Balls have Electronic Winding, Silicone "magic" Centers, and the famous, extra thin, yet durable Cadwell Covers. All conform to U.S.G.A. specifications. Your pro can recommend which one is best for your game.



**U. S. ROYAL
GOLF BALLS**
at your pro shop



UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER • NEW YORK

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

... told to millions in full-page ads like this in *Time Magazine*, *Golf*, *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' shops



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