

DEVELOPED BY THE
AGE
OF
FLIGHT!



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.

What aerodynamic design means to your game,

The new Diamond Cover Marking has more surface interruptions, more angles to bite into the airstream. The ball pulls itself ahead after it leaves the tee. Thousands of "U.S." driving tests—both golf pro and machine—prove this ball produces for greater distance than any other cover-marking design ever made.

Diamond Cover Marked U. S. Royals are easier to see on the tee, watch in flight, find on the fairway. Every diamond facet sparkles and glistens...

and the ball stays whiter... dirt slides off slanted facets... washes up better. Remember... there's a U. S. Royal Golf Ball just right for your game,

whether it's the new Electronic U. S. Royal with Diamond Cover Marking or the famous "dimple" marked U. S. Royal. They meet U.S.G.A. specifications. Ask your pro to recommend the best one for you!

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



UNITED STATES RUBBER COMPANY
Rockefeller Center, New York

Telling the story of the golf ball of the year to millions, full-page advertisements like this are featuring the revolutionary U. S. Royal with Diamond Cover Marking. Watch for these advertisements throughout the season in *Time Magazine*, *Golfing*, *Golf World* and *Golf Digest*. And on television, Dave Garroway, master salesman and golfer himself, will be telling more than 4,500,000 viewers the great U. S. Royal Golf story. Feature in your shop U. S. Royal Golf Balls—developed by the age of flight!

Sell

U. S. ROYAL GOLF BALLS

*Sold only through
Golf Professionals' Shops*

UNITED STATES RUBBER COMPANY