

U. S. RUBBER RESEARCH ADDS THE  CROWNING TOUCH



NEW
ROYALOC
FINISH
KEEPS THE
ROYAL
SPECIAL L/P
WHITE AS NEW

ROUND AFTER ROUND AFTER R
AFTER ROUND AFTER ROUND A

At last... a golf ball with the white locked on! Thanks to new Royaloc Finish, the Royal Special L/P defies stains, scuffs, dirt, sand... keeps dazzling for rounds and rounds. Top golfers like Ken Venturi say no other golf ball stays white so long. No other delivers more distance and accuracy. Look for the ball marked "L/P," sold only at professionals' shops.


U.S. Royal

GOLF EQUIPMENT



United States Rubber

Rockefeller Center, New York 20, N. Y.

NEWEST ACHIEVEMENT of the
largest maker of golf balls: new
U. S. Royal Woods and Irons!

