The most Sensational Development in Golf Balls since "U.S." introduced the "True Center" Ball... the NEW

Utilizing Materials NEVER Found in a Golf Ball Before... Providing Y-A-R-D-S of extra distance...
Reaching a New High in Feel, Click and Accuracy

THE SPUN LATEX U. S. ROYAL is entirely new—not a modification or an adaptation—but a brand new ball from center to cover, using materials controlled exclusively by "U.S."

Its most important feature is its "high-power" winding—of thread spun from the very essence of rubber, Latex. A secret process spins this pure, liquid energy into a continuous, marvellously uniform thread of almost incredible strength and resilience. Special machines wind the Spun Latex about the exclusive, new, liquid paste center at terrific tension to form a 100 per cent live, active, resilient winding.

The result? A ball packed to the last layer of paint with power—a far-flying, straight-shooting sphere of rubber dynamite that measures its supremacy in actual extra yards.

For a cover "U.S." searched out a new substance, Tjipetir (chee-pet-ear), from Java—the perfect combination of toughness and resilience that adds extraordinary durability to the greatest distance ball of all time! What's more, Tjipetir is a clean, sparkling white, clear through, with a surface that takes an exceptionally fine, long-lasting finish.

Here is the finest golf ball ever made. Absolutely supreme in distance. Amazingly responsive—but a long-lasting money's worth of real endurance as well. A ball with a click like the crack of a pistol. A ball that sends back a feel of the sweetest satisfaction that ever warmed a golfer's heart!

Learn about the spun Latex U.S. Royal with a club in your hands and the ball on the tee. For here is one ball that certainly puts a brand new kick in the grand old game!

PRICE SEVENTY-FIVE CENTS

United States Rubber Company