



The new 1.68-1.55
true-center golf ball.

1. Heart or "pill"—perfect sphere of tough virgin rubber.
2. Soft rubber jacket.
3. Rubber thread winding.
4. Balata cover.

Here are some facts *you* ought to know

How the new 1.68- 1.55 ball will affect golf ball construction

This increase in size and decrease in weight has its greatest effect on the *center construction* of the ball.

This is due to the extra winding which produces a larger area in which the center may shift. And a greater pressure is exerted on the center because of more winding and tighter winding.

Hence the weight of the center must be protected against shifting or pulling the entire center out of shape—and it must be able to withstand the extra pressure of more winding.

The "U. S." true-center method is suited perfectly to these new conditions. Most of the weight of the center is contained in the small "pill" and this is protected by the cushioning effect of the jacket. Consequently "U. S." centers keep a perfect spherical shape, cannot shift, and easily lend themselves to extra pressure.

Winding is made more important too! "U. S." patented winding machines—the only ones like them in the industry—wind on six different poles so that no matter where the winding is stopped the core is always perfectly round. Every other method winds on fewer poles, winding one way for a while, then turning the ball. This can never produce a perfectly round sphere.

Also, "U. S." winding machines automatically stretch the thread to 6.6 times its normal length. Older methods which use hand feeding and stretching, can never keep the thread at a constant pressure.

Try one of the new size "U. S." true-center golf balls. They talk for themselves—well moulded, well constructed, true-center balls that sail off toward the "blue" for a long steady flight—that run straight for the cup.

**"U.S." TRUE
CENTER**



Golf Balls

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