

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



*Spun-Latex*

**U.S. ROYAL**

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, marvelously 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, Tjipe-tir (chee-pet-ear), from Java — the

*A new power thread spun from pure liquid latex*

—and wound from center to cover at terrific tension—to produce a ball with live power all the way through—the greatest distance ball of all time!

perfect combination of toughness and resilience that adds extraordinary durability to the greatest distance ball of all time! What's more, Tjipe-tir 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

