

*It's a new experience*

Acclaimed by Golfers Everywhere

“GREATEST DISTANCE BALL of

ALL TIME”—the **NEW**  
*Spun-Latex*  
**U.S. ROYAL**



“**A** SWEETER CLICK and far more distance than I have ever obtained with any other ball.”...“Never used a ball like it. Best score in two years.”...“Goes off the club with a nice feel, has plenty of distance and holds a good line on putts.”...“More distance than I ever got with other balls and it stood up well under punishment.”... These are verbatim comments of golfers who have played the remarkable new Spun-Latex U. S. Royal.

This sensational new *kind* of golf ball has set the whole golfing world to talking... for the new 100 per cent, high-power winding—*spun* directly from liquid latex—packs the ball from core to cover with remarkable power. The new center is an exclusive new liquid of



permanent consistency, adding extra resilience and unflinching accuracy. The new cover of Tjipetir (cheé-pet-ear) is the most responsive cover ever used on a distance ball—and amazingly durable.

This is truly an unusual new ball—made of materials controlled exclusively by “U. S.” and never before used in a golf ball.



United States Rubber Company