

The Royal P. G. A. Championship Ball is in construction and performance a duplicate of the New Spun Latex U. S. Royal — the finest golf ball the United States Rubber Company has ever made.

Packed to the Last Layer of Paint with RUBBER DYNAMITE!

The Sensational



NEW

Spun-Latex U.S. ROYAL

Made of materials controlled exclusively by "U.S." and never before used in a golf ball

THIS GREAT new "U.S." golf ball is wound at terrific tension with a new thread spun directly from pure, virgin, liquid latex—building a ball loaded to the limit with rubber dynamite!

Do you yearn for yardage? Every comparison we have made proves the Spun Latex U.S. Royal the supreme distance ball of the year... Does *click* tell your ear a true tale of quality? The Spun Latex U.S. Royal answers a clean stroke with a *click* like a whip crack... Do you lay great store by the *feel* of a ball? You'll get *feel* from this Spun Latex ball that spells nothing but s-o-l-i-d s-a-t-i-s-f-a-c-t-i-o-n

... Are you a fanatic about playing a ball that putts true? We hope you are, because on the green the Spun Latex U. S. Royal performs with bull's-eye accuracy.

The new cover is an extraordinary substance from Java—Tjipetir (cheé-pet-ear)—tougher, whiter, more resilient—with finer enamel finish—than any you have ever known. For the center



of this record-breaking new golf ball "U.S." uses a sensitive sac of pure latex, containing an exclusive new liquid of permanent consistency.

But *don't* take our word for a single statement about this remarkable new *KIND* of golf ball. Play it—see it in action and realize how *totally* different it is.



PRICE SEVENTY-FIVE CENTS



United States Rubber Company