This year U.S. golf balls feature
EVEN GREATER DISTANCE AND
COVERS THAT ARE TOUGH!

In 1935 U.S. developed Spun Latex Power Winding... famous for extra distance... and now in 1936 the new U.S. Royals feature a brand new tough cover applied by a special vulcanizing process, for amazing new durability.

The NEW 1936 Vulcanized Cover plus the Spun Latex Winding now make U.S. Royals built-to-measure for the man who really enjoys the game. Each ball in the 1936 line is built for a different kind of play—each will find thousands upon thousands of enthusiastic players.

Here are the new U.S. Royals: the Royal Blue, the ball for championship and tournament play... the Royal Arrow, preferred by good golfers... and the Royal Nassau, the ball with the toughest cover. These are the golf balls that will turn plenty of profits your way in 1936.

United States Rubber Company

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The new 1936 FAIRWAY—the largest selling fifty-cent golf ball in the world—now features a new Vulcanized Cover to give its millions of friends an even greater value.

The U.S. line is made complete with the U.S. Nobby—three good golf balls for a dollar—and the U.S. Tiger—the best 25-cent golf ball on the market.