## 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

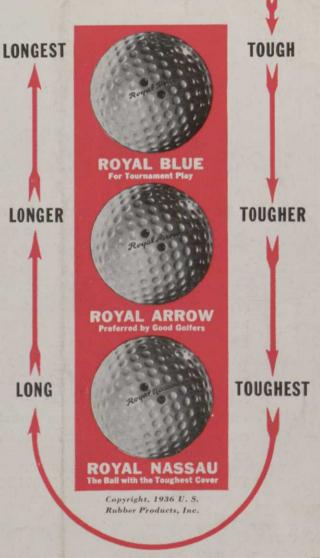
process, for amazing new durability.

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**

United States Rubber Products, Inc., New York, N. Y.



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. Nobbythree good golf balls for a dollar-and the U. S. Tigerthe best 25-cent golf ball on the market.