

# *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.

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**United States Rubber Company**

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

**LONGEST**

**LONGER**

**LONG**



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 Rubber Products, Inc.

**TOUGH**

**TOUGHER**

**TOUGHEST**

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.