For championship and tournament play. Before any finished ball can bear the name—U. S. Royal Blue—it must have: (1) Hard Championship feel. (2) Sharp Championship click. (3) That last yard of Championship distance. Every ball is checked and double checked by the exclusive (new this year) Dual Compression Test to give you the fastest U. S. Royal ever built.

For the low handicap golfer who wants extra durability. U. S. Royal Arrow gets its plus durability from scientifically controlled tension of the exclusive Spun Latex Power Winding. It has great distance—beautiful feel and click.

The ball with the toughest cover, because of: (1) Slightly thicker cover. (2) Scientifically controlled tension of Spun Latex Power Winding. U. S. Royal Nassau gives you plenty of distance—fine feel and click.

- In the country's most progressive golf clubs, the new U. S. Royal Profit Plan has already rolled into first place as the big feature of their 1937 golfing activity programs. And backing up the new U. S. Royal Profit Plan are the three famous U.S. Royal Golf Balls.

- These U. S. Royal Golf Balls give extra distance on the fairway because of exclusive Spun Latex Power Winding... they putt true and fly straight because they have true liquid centers... and they're really rugged because of Geer Patent Covers produced by the scientific U. S. process.