

Rolling along  
WITH THE

# U. S. ROYAL Profit Plan

## AND U. S. ROYAL GOLF BALLS

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.

U. S.  
ROYAL  
BLUE

75¢

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.

U. S.  
ROYAL  
ARROW

75¢

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!

U. S.  
ROYAL  
NASSAU

75¢

● 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.



- 1 The U. S. Royal Golf Kit includes equipment for 43 enjoyable golf events. Programs your Club's golf activities for every Saturday, Sunday and holiday for a full season.
- 2 This is the U. S. Royal Golf Ball Game. One of the big features of the U. S. Royal Profit Plan—free to all golf clubs. Set it up in the club and watch the members gather 'round. Write for complete details.



United States Rubber Company

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