The new Golden Ram SS4 does for distance.

As good as the first Golden RAM was, we've improved it. So much so, in fact, that the new Golden RAM SS4 is now the long ball. Want proof? We did too, so we tested the Golden RAM SS4 against Top-Flite who claimed to be the longest golf ball. During the World Open Golf Tournament at Pinehurst Country Club, we asked six of the top professionals on the tour to help us. The first hole of the #5 course was carefully measured and marked, then each pro hit 25 Golden RAM SS4's and 25 Top-Flites. The names on each ball were obliterated so that none of the pros knew which ball they were hitting. When it was all over and the average distance per drive was computed, the Golden RAM SS4 averaged 8 yards longer!

How did we do it? How did we improve the first Golden RAM Golf Ball enough to be the long ball? Working with DuPont chemists, we developed a new thinner, non-cut cover to give the click and feel that pros and amateurs alike prefer. Secondly, we increased the percentage of natural rubber in our thread formula. Third, we developed thinner winding thread and increased the windings by 20%. Fourth, we deepened the dimples to give the SS4 more lift and carry with less wind resistance. And, lastly, we wrapped this all around a polybutadiene center that outrebounds all others, including liquid, by as much as 50%. To make a long story short, the new Golden RAM SS4 gives you the best of both possible worlds: distance and durability. Maybe that's why the Golden RAM SS4 is fast becoming the hottest ball on the pro tour. When you're the long ball the pros find out fast.

The proven winner on the pro tour can be a winner in your pro shop too, providing you've got enough Golden RAM SS4's on hand when your golfers come in and ask for it.

Send for your free copy of our testing procedure and results, care of Larry Woosley, Dept. GB, RAM Golf Corporation.

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