



**"I KNOW U.S. ROYAL IS LONGER OFF THE TEE
—IT'S GOT H.I.V.!" SAYS KEN VENTURI, U.S. ROYAL STAFF**

"Hole after hole, round after round—I can count on the U.S. Royal Special to put more distance in my drives. This ball has H.I.V.—High Initial Velocity. It releases its power more quickly on impact, adds *yards* to any good golfer's game. See how much longer it makes *you* off the tee!"

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