



**Royal announces: the first  
registered golf ball**



Look at the Royal seal. And the registered number on the ball.

They are your guarantee that the new Royal you play has met the highest standards ever set for a golf ball. (The demanding standards of the Royal Golf Equipment Laboratories.)

**Item:** Royal's compression (the launching power wound into the ball) is controlled to an almost invisible tolerance. That means it feels and drives exactly the same every single time.

**Item:** It takes 9 days of precision work, 85 separate operations, and a testing program that rivals a missile launch to produce one Registered Royal golf ball.

Your golf professional is the only man who sells this great new ball. Play the **Registered Royal**. It's built to go the distance.

