

Royal announces: the first registered golf ball



It never made sense to register a golf ball before. Because no top-line ball was clearly better than another.

Now one is. It's the new Royal.

How is it made better? With extraordinary diligence, talented people, and infinite precision, right down the line.

Altogether, it takes 85 separate steps stretching over 9 days to make one candidate for Royal registration. And even then, everything must wait while samples are tested.

1. Test balls are machine-driven over 400 yards, for distance and accuracy.
2. Test balls are "hacked" by a pile-driver-like machine to simulate months of abuse.
3. Test balls are dropped onto a slab of marble in a very quiet room. They must "click" and bounce just right.
4. Test balls are measured with calipers and fluoroscoped to be sure they are perfect.

Finally, a registered number is put on each successful ball, and the Royal seal on each package. This is your guarantee that the new Royal you play has met the highest standards ever set for a golf ball. (The standards of the Royal Golf Equipment Laboratories.)

The Registered Royal is only sold by your golf professional. It's built to go the distance.

