



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.

