

Is the Royal Plus golf ball a threat to the ego of the American golfer?



Looks harmless enough,
doesn't it?

Few people would argue with the fact that the average golfer has an enormous ego.

And that when his game is off a bit, he's quick to lay the blame on anything but himself.

Sorry, gentlemen, but now there's one less thing you can pin the rap on.

We're referring to the Royal[®] Plus golf ball. The golf ball that's as close to perfection as you can get.

So perfect, in fact, that only 1 out of every 5 balls we make qualifies for the name Royal Plus.

If you ever hit a bad drive with this ball, you can't get off the hook by saying that the ball didn't have enough life in it.

We're afraid you're just going to have to accept the blame yourself.

Ego-shattering though it may be.

Royal Golf Equipment **UNIROYAL**

Sold only in golf professional shops.