

Heard any good Royal Golf Ball jokes lately?

Ever since our new ad campaign started, everybody has been joking about it.

You see, we told millions of golfers that Royal® Golf Balls were as close to perfection as you can get. And therefore, if they played a bad game, they couldn't blame it on the ball anymore. They'd just have to be emotionally mature enough to accept the blame themselves.

Well, that started off the jokes, and they just haven't stopped. But frankly, we don't mind. Because if people are joking about us, they've obviously seen our advertising and are buying our golf balls. (Fact is, our sales charts look better than ever.)

Anyway, our advertising will be continuing throughout the summer. So if you hear any good Royal Golf Ball jokes over the next few months,

do us a favor, send them to us. (Write John Eble, Uniroyal, 1230 Avenue of The Americas, N.Y., N.Y.)

We enjoy a good joke as much as anybody.

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