Ah, yes—
the ladies,
bless 'em!

Sell them **U. S. Queen Royals**—made just for women!

Help keep the fairway's fairest on the fairway. Recommend U. S. Queen Royals—tailored to a lady's swing. They're new inside! New outside! New—power-packed, high-energy rubber thread—wound electronically, with more windings per ball. New—center filled with Liquid Silicone, the world's liveliest substance. New—improved, thinner, yet super-rugged Cadwell Cover. It all means explosive power... quicker get-away... a crisp "click" and sweet feel. U. S. Queen Royals come in 2 cover designs—the new exclusive Diamond cover marking and the popular dimple design.

Display all 4 great U. S. Royal Golf Balls—Specials, for championship and tournament play... Blues, for the easy-swinging low-handicap golfer... Reds, for durability and distance, too... Queen Royals, specially constructed for lady golfers.

**Sold ONLY through golf professionals' shops!**

United States Rubber

Rockefeller Center, New York 20, N. Y.