

## PRO BUSINESS HANDBOOK USE IS URGED

Providence, R. I.—United States Rubber Co. advises pros: "If you want to do something to make your business better, get out your Golf Professionals' Handbook of Business, which the United States Rubber Co. furnished you the early part of the season, and carefully read over the 119 suggestions contained in it. Every one of these suggestions has been used by some pro who made money by it.

"What golf professionals think of the Handbook is expressed by a representative statement from one of the many unsolicited letters we have received regarding it.

*"The Pro Handbook of Business is not only interesting but educational. I certainly hope it is fully appreciated. Any professional who cannot find time to read this book from cover to cover is too busy for his own good."*

"One of the best ways for a pro to impress his club officers with what the pro's problems are—and what the pro has to do to solve them so that he can make a living—is to hand his copy of the Professionals' Handbook of Business to the club officer who is most important to him, and ask him to read it. When he has read this book his eyes will be opened to the business problems the pro is up against, and he will become much more interested in the pro, even to the point of working with him to make his business better. All club officials everywhere need a lot of the education that a reading of the book will give them. Numerous thinking pros have done this with much success.

"If you have not already done so, see to it that your assistant thoroughly reads and absorbs the 119 suggestions. He is your salesman, and to educate him in the matters outlined in this fine handbook is a big step toward putting more money in your cash drawer.

"If you have lost your copy of the Golf Professionals' Handbook of Business, write for another one to the United States Rubber Co., Golf Ball Division, Providence, Rhode Island."

## GOLF CLUBS TO HOLD PUTTING CHAMPIONSHIPS

Chicago, Ill.—Chicago golf clubs are preparing for the first club championship putting contest ever planned in this district. Gordon Beckley of the Beckley-Ralston Co. conceived the idea of such a contest, which is to determine the champion putter in every club. The contest is open to both men and women and is to be conducted by the pros at the various clubs.

Mr. Beckley says, "We hope, through this contest, to develop improvement in putting



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