



## A Fireside Companion

that will help the Pro make more money in 1931

Here's a pro who is making valuable use of the winter months, *laying plans for 1931*. He realizes that he has become the recognized outlet for golf supplies. He knows that he must keep abreast of modern business methods in order to maintain this position. He is looking forward to making it still more profitable in 1931.

He has found that the "U. S." selling plan, outlined in "Pros, Players and Profits," covers every phase of his business, from

shop selling methods to selling lessons.

Why not get out *your* copy of "Pros, Players and Profits"? Study its suggestions on shop arrangement, shop selling methods and bringing more members into your shop. You'll find suggestions on every phase of running a golf shop.

*Now* is the time to act. Don't wait until the season opens. Study the suggestions in "Pros, Players and Profits" *now* and you are sure to *make more money in 1931*.



"U. S." ROYAL



"U. S." 444



"U. S." FAIRWAY

1930 has been the greatest year in the history of "U. S." True-Center Golf Balls. Golf Professionals everywhere have recommended and sold more of them than ever before. Every "U. S." ball is a *true-flying, true-putting, true-center* ball, made so by an exclusive patented process.

"U. S." TRUE  
CENTER



Golf Balls

Product of the United States Rubber Company

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