



This valuable book, which your "U. S." salesman will hand you, outlines the complete "U. S." merchandising plan.

The biggest thing ever done to help the Professional make money

Make this your most profitable year by following the simple straight-forward business policies suggested and explained in the book shown above, "Pros, Players and Profits".

Following are the main points covered in this plan—all based on a nation-wide survey of golf professionals' shops:

1. "How can I sell more lessons?"

The "Handbook of Business" in this plan devotes a complete chapter to selling more lessons.

2. "How can I get *all* club members into my shop?"

The plan gives you six suggested letters to members—friendly, convincing letters—covering every service you have to offer.

3. "How can I be sure my assistants are using sound selling methods when I am out?"

A complete chapter in the "Handbook of Business" is devoted to shop selling methods.

4. "How can I call attention to my services and merchandise through display?"

The plan includes a group of unusual display cards designed to sell *your* services.

5. "What should I know about buying and stock-keeping?"

See the "Handbook of Business" which gives the essentials of sound business practice.

6. "Is it worth while to keep complete records of my business?"

This plan contains a simple, complete system, lifted bodily from a pro's shop in the middle-west.

7. "What can I give club members to constantly remind them of my services?"

A supply of a booklet, entitled "Interesting Facts for all Golfers" which club members will keep for continual reference. You can obtain as many as you need with *your own name* printed on the cover of each one. Not one word of advertising. It is *your* book.

When your "U. S." salesman calls, he will hand you a copy of the book shown above, entitled "Pros, Players and Profits" which outlines this entire merchandising plan. At the same time he will show you a very interesting film covering many points which vitally concern your business.

"U.S." TRUE CENTER



Golf Balls