



Golf Professionals . . . Study this handbook NOW and make money in 1931

The professionals who will do the largest volume of business next season have started *now* to lay their plans. They realize that *now* is the time to plan new shop arrangements, new methods for selling lessons and new methods for organizing their business.

And a great many Pros are getting many valuable ideas and suggestions from the "U.S." selling plan, "Pros, Players and Profits."

Take out your copy of the "Golf Professional's Handbook of Business." Here you will find all kinds of sound and valuable business ideas. There are many suggestions

for selling more lessons. Simple bookkeeping and buying policies are suggested. Have your shop assistants read the chapter on shop selling methods. It will show them how to get more club members into your shop and boost your volume of business.

It is the aim of the United States Rubber Company to stand back of you with a high standard of selling policies and business relationships—and to produce a line of golf balls which will assure you a large volume of business from well satisfied customers.



"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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