



Study this book *now* to make greater profits *next season!*

This year, pros in every part of the country obtained remarkable results by using some of the many suggestions presented in the "U. S." selling plan, "Pros, Players and Profits." Because this plan has proved so successful we urge you to make frequent studies of it *now*. *Now is the time to start preparing for next year.* Make "Pros, Players and Profits" your fire-side companion *all this winter* and you are sure to get ideas that will make you more money next season.

Why not get out your copy of "Pros, Players and Profits" *today*? Read it again carefully. Think in terms of 1931. We suggest that you study every page of the booklet, "The Golf Professional's Handbook

of Business." Have your assistants do the same. The suggestions presented there will be just as effective next year as they were this year.

In the Spring, we plan to furnish you with a second edition of "Pros, Players and Profits" containing many suggestions which will tie in with those you now have, but do not wait for this.

And remember, the United States Rubber Company stands back of you, with a high standard of selling policies and business relationships. It is our aim to stand back of you by making the best possible golf balls, too. These policies and these products secure for you well-satisfied customers and a sure, steady profit.

"U.S." TRUE CENTER Golf Balls

Product of the United States Rubber Company

© 1930, U. S. R. Co.



"U. S." ROYAL



"U. S." 444



"U. S." FAIRWAY

More pros sold and recommended "U. S." True-Center Golf Balls this year than ever before. Every "U. S." ball is a true-

lying, true-putting, true-center ball, made so from the beginning by an exclusive patented process.