

On its way to you now!

The new "Pros, Players and Profits"

*will start you off
on a big year*

Some of you have already received the impressive new 1931 edition of "Pros, Players and Profits." If you haven't seen the new "Pros, Players and Profits," you will soon. Either a "U. S." representative will hand it to you in person or it will arrive in the mail. *It's on the way!*

Now is the time to get ready for the new season. Many pros are already working on their shop arrangement. They are laying plans for selling more lessons and more equipment during the 1931 season.

That's where the new "Pros, Players and Profits" comes in. This portfolio is crammed full of ideas, contributed by pros in all parts of the country. You'll find new suggestions for increasing sales and organizing your shop; and a description of a complete full-size record-keeping system!

If you do not receive your copy of the new "Pros, Players and Profits" in the very near future, write to the United States Rubber Company, Golf Ball Department, Providence, R. I.

Be sure to attend the annual United States Rubber Company - Pro Meeting when it is held in your vicinity. See and hear the two talking movies about Pro Shop Selling. Let us help make 1931 your biggest year.



"U. S." Royal



"U. S." 444



"U. S." Fairway

Here are the three popular "U. S." golf balls that players everywhere will ask for this year. They have jumped into outstanding popularity during the past few years. Pros will sell and recommend more of them this year than ever before.

"U. S." TRUE CENTER Golf Balls

Product of the United States Rubber Company

**A Profit-maker for Pros—"U. S." Golfer's Rain
Capes—Practical—Priced Low**