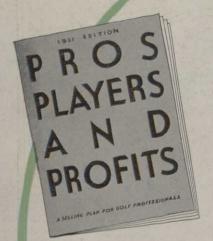
Announcing the New Edition of "PROS. PLAYERS AND PROFITS"

What's in the wind for 1931?



ID you know that in 1930 you professionals made 60% of the total sales of all golfing goods? Did you know that you handled over 20% of all sporting goods sales?

Now 1931 is here. It should be the biggest year vou've ever had.

Get ready for 1931 now! In the very near future you will receive your copy of the new "Pros, Players and Profits" 1931 Edition. It contains all kinds of new ideas on shop arrangement, bookkeeping, shop selling methods, lesson selling, getting greater interest from club members, and other subjects of vital importance to greater profits for you.

Pros in all sections of the country have contributed many of the ideas. Through their splendid cooperation this book is bound to have practical value for you.

Look for your copy of the new "Pros, Players and Profits." If you do not receive it early be sure and write to the Golf Ball Department, United States Rubber Company, Providence, R. I., and it will be sent to you immediately.

Be sure to attend the annual United States Rubber Co.-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

1930 was by far the biggest year in the history of "U. S." golf balls. Pros sold and recommended more of them than ever before. 1931 will be an even bigger year. More players than ever will use them. More players will talk about them and recommend them.

olf Ba CENTER Product of the United States Rubber Company © 1931, U. S. R. Co.

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