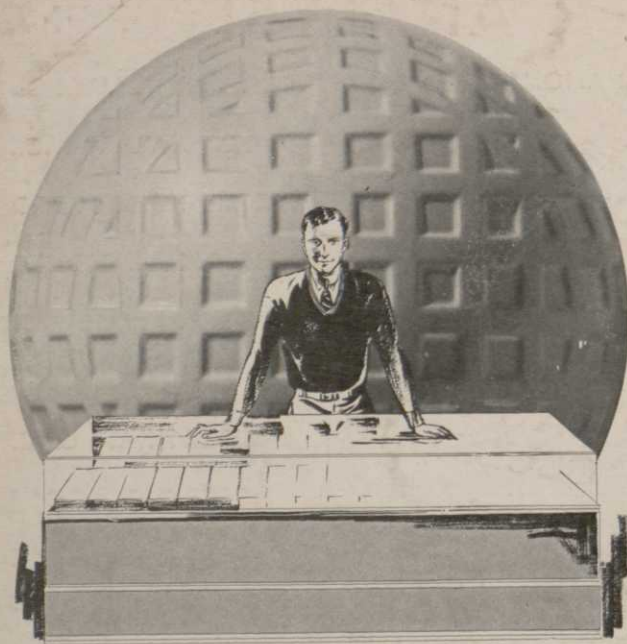


Your BIGGEST Sales Opportunities

lie in

GOLF BALLS



1932, U. S. R. Co.

WHY?

Statistics of Pro Shop sales show that golf ball sales represent 46% of the total.

Golf ball sales bring you into sales contact with your members more often than anything else in your shop.

If you use these contacts to help build your reputation for service, you can increase your sales on other items.

If you take your golf ball sales "as a matter of course" you are missing opportunities for profit.

HOW?

Sell the "U. S." line! Be sure to recommend the *right* ball for each player.

Explain why there are *four* "U. S." golf balls instead of only one.

This shows knowledge of golf ball construction and real interest in your members' welfare.

Such sincere interest leads to confidence and loyalty.

Member confidence and member loyalty are the Pro's two most valuable assets.



THRIFT



DISTANCE



TOUGHNESS



SUPER DISTANCE

NOW READY! The 1932 edition of "THE GOLF PROFESSIONALS' HANDBOOK." Almost doubled in size and in value. Send for copies for you and your assistants.

"U.S." TRUE CENTER



Golf Balls

A PRODUCT OF UNITED STATES RUBBER COMPANY