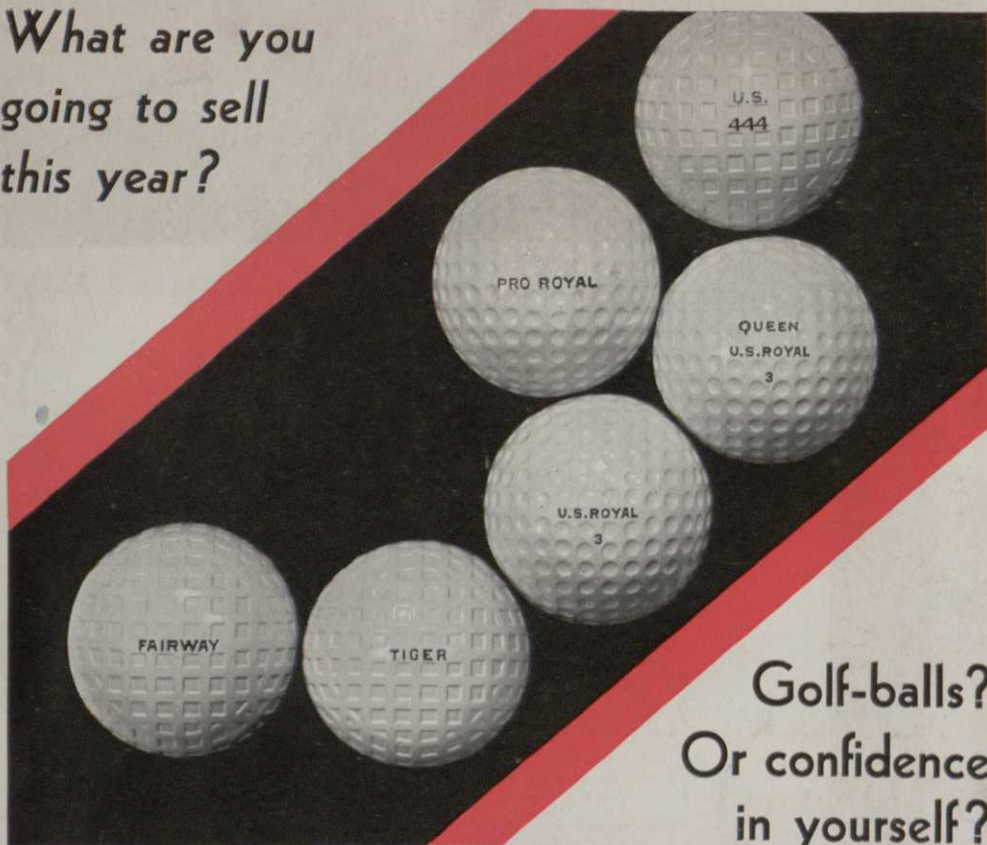


What are you
going to sell
this year?



Golf-balls?
Or confidence
in yourself?

Copr. 1932, United States Rubber Co.

Some pros are going to sell golf-balls this year—and stop there. They'll make the usual profit.

Other pros are starting out with the idea of selling confidence in themselves. They'll make the usual profits, too. But they'll also make *extra* profits—profits that are bound to result when members become convinced that the pro is doing everything he can to improve their game.

With the new "U.S." line of six different golf-balls, you can win permanent good-will by selling each member the correct ball for his game. You can

gain confidence by explaining why one particular "U.S." ball is the right ball for each player. And you can assure yourself of repeat sales because each ball will do the job it is made to do.

This year play the line of 6 "U.S." golf-balls. There's a purse of greater profits waiting if we go around together on this six-ball twosome.

If you haven't received your copy of the 1932 Edition of the "Golf Professional's Handbook of Business," ask the "U.S." salesman or write to United States Rubber Company, Golf Ball Division, Providence, R. I.

"U.S." TRUE
CENTER



Golf Balls

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