

# we **KNOW** the Pro is a business man! . . .

**A**CTING on that conviction we have, year after year, created and developed advertising and sales material especially designed to help the Pro run his shop at a profit, on a business-like basis. All our policies—all our sales efforts and activities—have been directed toward that end.

The Pro who has agreed with us and operated on that principle has conducted a profitable-and-successful business. He has earned the good will of his customers. He has made a name for himself in his club.

Now, more than ever before, we believe this policy to be vitally essential. The Pro must put business *first*. His income depends upon it. His future demands it.

This year we are giving the Pro business man the best ball we can make—in fact, the best ball we have ever made. We are putting this new ball up in a new-and-original package especially designed to attract customers. We are offering the most attractive-and-compelling line of sales helps, sales literature, shop and locker posters and other selling material we have ever produced. We are backing the new Three Star U. S. Royal and the entire U. S. line with a strong, vigorous national advertising campaign to reach millions of golfers.

We urge you—as a Pro business man—to take advantage of the opportunity that U. S. has created for you. You can get the sales helps from any U. S. representative or from the U. S. Branch with which you do business. Let them help you make more profit.



## *The NEW Three Star* ★ ★ ★ **U.S. ROYAL** *Golf Ball*



NEW U. S. ROYAL  
NEW U. S. FAIRWAY  
NEW U. S. NOBBY  
NEW U. S. TIGER

United States  Rubber Company