



Announcing a new lower price for PROFESSIONALS

The price to professionals for all 75-cent "U. S." True-Center Golf Balls—Royals—444's—and Tigers—is now \$6.00 per dozen, less cash discount of 7%—or \$5.58 net.

This announcement is a development of our firm conviction that the Golf Professional is a regular retailer of golf merchandise and that he should be treated as such.

No retailer can profitably operate his business on a gross profit of less than 30%. To be attractive as anything other than a mere "service item", any product must carry a 33⅓% gross profit on the selling price. Our new price gives a 38% profit.

This lower price of "U. S." True-Center Balls

to Professionals is the result of a thorough knowledge of the Professional's problems and a desire to give him his just due. This price reduction does not come from any savings or cutting corners in the manufacture of the balls. In fact, the 1930 "U. S." True-Center Balls will be even better than the fine products of the past.

A new era for Professionals

A new era is at hand for the Golf Professional. He is now ready as a merchant to cash in on his new opportunities. He'll appreciate the significance of a lower price on golf balls at this time and the extremely valuable helps that await him in the "U. S." plan for 1930.

NEW PRICE
TO
PROFESSIONALS
\$ **6** Per
Dozen

**U.S. TRUE
CENTER**



Golf Balls

Product of the United States Rubber Company