



*Off the tee*

*Getaway*

**HOL-HI**

Distance when you need it and durability at all times.

The gentleman from Missouri who judges distance by former standards is in for a pleasant surprise.

His drives will lengthen out, and many an iron second will become an easy pitch.

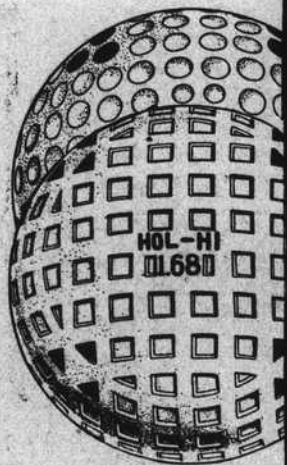
**Wilson**

GOLF EQUIPMENT

WILSON-WESTERN SPORTING GOODS Co.

New York Boston Chicago

Los Angeles San Francisco



**A distinguished Christmas Gift for the golfer!**



"Parsons, my putter, if you please..."

**12 new-standard Silver Kings in the Christmas putting-box**

THE Christmas giving of Silver Kings has novel significance this year. For each ball is made in the new larger size and lighter weight which become standard January 1, 1931—New Year's day.

Repeated tests in the factory and on golf courses, by "pro" and amateur alike, show that in this new and larger size the Silver King is still "The King o' Them All."

The putting-box feature, which is supplied free with each dozen Silver Kings, gives the recipient of this splendid Christmas gift a fine opportunity to get the feel of this new size ball. For this novel box opens to form a convenient device for putting practice on the golfer's own home green—his carpet. It's a gift to delight any golfer.

You can send a box to every golfer on your list and rest secure in the knowledge that no one could choose a gift more welcome or one more appropriate. And the price is only \$10—the regular price of a dozen Silver Kings.

The same striking package design is employed this year also for the Christmas package of six balls at \$5.

The Silvertown Co., London

**John Wanamaker**  
**NEW YORK**

Sole United States Distributors



**-more powerful than any gasoline**

and costs no more by the mile

STANDARD OIL COMPANY OF NEW JERSEY