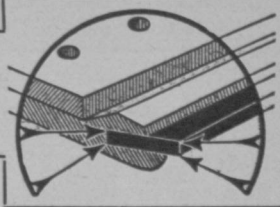


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Budd Blades, with their four edges, save you a lot of cutting time. And when you stop and think of the extra savings they bring in preventing costly layups, and expensive sharpening costs, you begin to realize that it's costing more being without Budds than having them. Try them **NOW** on one mower, and you'll want them on all. Write for details. **BUDD MFG. CO.**, Dept. G, Ravenna, Ohio.



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they've already been used and registered in the United States patent office by another manufacturer. Once in a while some unfortunate operator will pick a name that looks great and get balls marked up only to be seriously out of luck when it is discovered that someone else had used the name previously.

"The golfer and the pro have no conception of the thought and research the ball maker has to devote to getting a good name for the ball he has spent a lot of money to develop. The name will have thousands of dollars spent on it in advertising before it registers strong and habitually with the buyers and will bring enough business to give the maker a chance to get in the black.

"When you've got a good ball and are spending your good dough to make people acquainted with it, you can't depend on the old line about a rose by any other name being just as sweet.

"To show you what this christening job amounts to, see what we had to do before we christened our new Spun Latex U. S. Royal with the name that certainly has helped to make many sales.

"We carefully went through—name by name—lists of all the yachts in this country, the race horses, the different brands of cigars, the Pullman Cars, the Scottish Clans, and the names of streets of several different cities—like Providence, Rhode Island, where U. S. balls are made. About the only book we did not try was the dictionary. This is no small job—and if you do not believe that, try it yourself.

"Finally, our thinking came around to what the ball was made of and how it was made. The raw material was Latex, which is the milk or sap that is taken from the cultivated rubber trees grown on the plantations owned by the United States Rubber Co. This material—Latex—is

spun into thread, as a spider spins its web—the thread that is used in making our new ball. This gave us the name Spun Latex, and through our advertising the name Spun Latex has registered to such an extent that today the golfers are asking for the spun Latex ball rather than for the U. S. Royal made of spun latex.

"No, sir, the job of getting a new name for a new golf ball is not an easy job. If you think it is, give me one that is short, easy to pronounce and remember, and one that has not been used before. Do this, and I will gladly cross your palm with silver—that is, if we decide to use it."

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