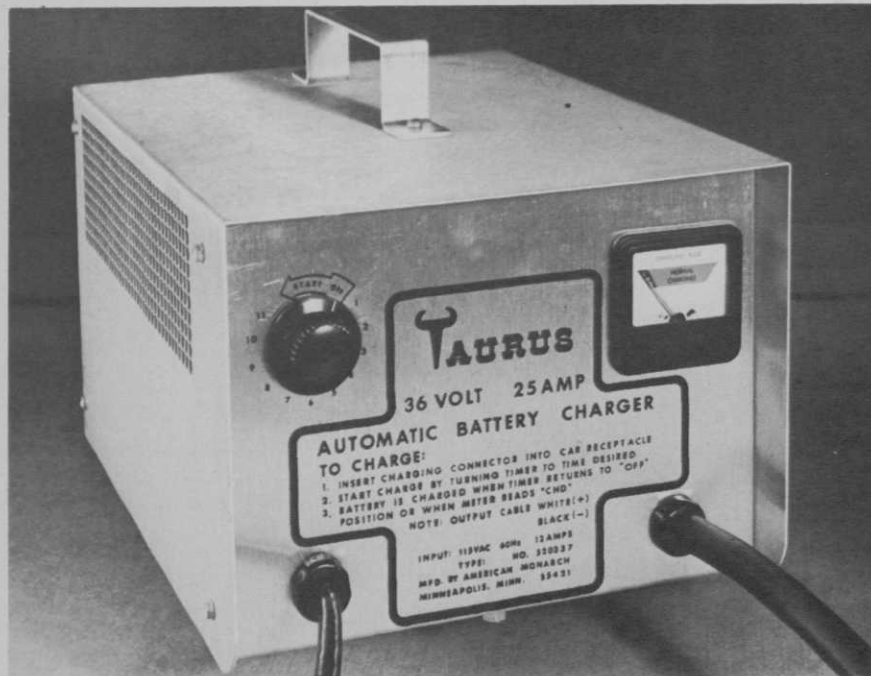


# T INTRODUCING TAURUS™



## The POWERFUL new Charger FOR ALL YOUR ELECTRIC VEHICLES

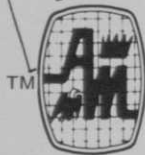
- T SUPERIOR CHARGING RATES**

  - High starting rate
  - Excellent finishing rate
  - Designed to fully charge, even under reduced power conditions (brown-outs)
- T SIMPLE, SAFE CONSTRUCTION**

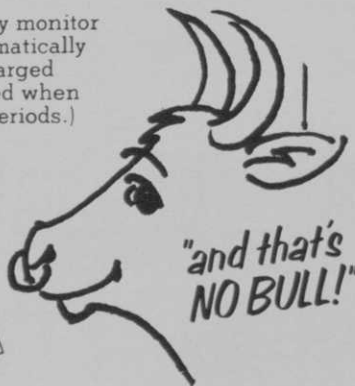
  - All copper transformer ensures reliability
  - Minimum number of electronic parts—increases reliability
  - Transformer design isolates high voltage windings—reduces accidental shock hazards
- T TWO TYPES OF CONTROL**

  - Taurus—with 12 hour timer will charge for 12 hours and shut off
  - Taurus II—with automatic battery monitor will sense battery voltage and automatically turn off or on to guarantee fully charged batteries at all times. (Recommended when vehicles may be idle for extended periods.)

Augment your charging capability with "THE BATTERY TESTER™". Simple to operate, the Tester checks the condition of the batteries while fully discharging the batteries in a manner recommended by battery manufacturers. From American Monarch.



**American Monarch Corporation**  
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## The old pro

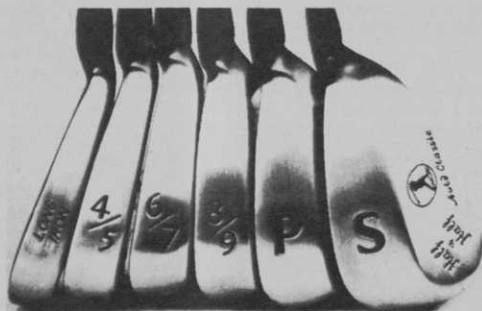
### Must the 14-club set be sacred forever?

The golf business needs much more study and discussion about club sales but professionals and manufacturers seem to be afraid to speak up.

I'd guess that considering the improvement in iron heads and shafts — and the high prices of clubs — at least half of all golfers are playing with clubs that are not helping them as much as well designed, well fitted clubs should.

Newer iron head design that makes the clubs practically wedges that get the leading edge of the club under the ball and get the ball airborne, plus the lightweight steel shafts and some grip improvements, probably show the greatest progress ever made in any period of 4 to 7 years in the history of club manufacturers.

The cast-iron-head makers came in with costlier precision heads while the forged-head makers were sleeping. The cast-head makers skimmed the top of the general market, although not scoring well with the expert players. On woods there have been a few



promising innovations, but the millions of golfers who comprise the big market still have to find out what is most useful to them: the 1, 2, 3, 4, 5, or 7 wood. Two or three woods are enough for the experts who can deftly manipulate the clubhead.

Nobody seems to have a wood with a large helpful head with about a 13-degree loft that would take care of improving most drives and getting long shots off most fairways. A narrower-face wood of the 5-wood type would give the help needed for the shorter fairway wood shots.

And why should the 14-club set be sacred while every experienced successful professional, every pro salesman, and the top executives who really know golf business must be aware that golf club sales are curtailed by high costs?

Remember the 1-iron, the sand wedge, and the pitching wedge have meant changes in club sets, and those changes are going to continue by some manufacturer who will sell sensationally.

You'll see the day soon when a manufacturer is going to run away with a large market with a set of two woods, 3-5-7-8 irons, pitching wedge, and a wedge. Bring your own putter to the ball.