grounds maintenance equipment; Standard Mfg. Co. golf course supplies and equipment; Weed Eaters, Inc., electric and gas trimmers Ralph H. Kuhn, pres.; Peter P. Ruselowski, sls. mgr.; Gary Neuschaffer, ser. mgr.; Tom Mitten, irrigation sls. and ser.; W. Richard Kuhn, Kansas City br. mgr.

KWIK-BILT, INC.—3114 Benton St., Garland, Tex. 75042 (214) 494-1164
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V. LA ROSA AND SONS, INC.—40 Jacksonville Rd., Warrenminster, Pa. 18974 (215) 675-1550
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LACE AND LIBERTY—676 N. 59 St., Omaha, Neb. 68132
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LADY PRO ENTERPRISES, INC.—21330 Center Ridge Rd., Rocky River, Ohio 44116 (216) 734-3555
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LAIRD AND COMPANY—Scoobyville, N.J. 07724 (201) 542-0312
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LAKESIDE EQUIPMENT & SUPPLY COMPANY—10237 Berea Rd., Cleveland, Ohio 44102
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LAKESIDE MFG., INC.—1977 S. Allis, Milwaukee, Wis. 53207 (414) 481-3900
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Ray Donovan, pres.; John Parker, sls. mgr.

LAKES SPORTS, INC.—11-14 East Third St., Fairmont, Minn. 56031 (507) 238-4441
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Milt Zenk, pres.; Ron Prchal, sis. mgr.

LAKES SUPPLY COMPANY, INC.—P.O. Box 101, Higgins & Bartlett Rds., Dundee, Ill. 60118 (312) 426-2211
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LAMKIN LEATHER COMPANY—406 N. Aberdeen St., Chicago, Ill. 60622 (312) 243-1117
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Arthur Sullivan, sls. mgr.

LAMOTTE CHEMICAL PRODUCTS COMPANY—Chestertown, Md. 21620 (301) 778-3100
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Archie Bercu, exec. off./sls. mgr.

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LASLEY KNITTING COMPANY—163 S. Jackson, Seattle, Wash. 98104 (206) 624-3756
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LEFFINGWELL CHEMICAL COMPANY—111 S. Berry St., Brea, Calif. 92621 (714) 529-3973
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Our sweetspot isn't 3 inches wide. Nor even 2\(\frac{1}{2}\) inches. No clubmaker can support that claim. That's because the so-called "sweetspot" on any iron is actually about the size of a small nailhead. This tiny spot is called the neutral axis junction. We've been able to move it out about \(\frac{1}{4}\) inch further from the heel area. That's further than on most irons. In essence, we've simply increased the effective hitting area. If you hit the ball on the toe, you'll still have a so-so shot. But you won't have a disaster.

Subtle heel-and toe-weighting.

Yes, the Keller iron has heel-and toe-weighting, but it's subtle. The blade isn't paper thin where it contacts the ball. Scientific dispersion of weight helps to reduce vibration and stabilize the entire clubhead. This eliminates the feeling of a weak shot, even when the ball is struck beyond the middle, or too high or too low on the face.

More control with the Keller contour sole.

The better player wants to finesse the ball at times. Work the blade under, or lay it open. Our iron is easy to maneuver because we rounded the sole from heel to toe. And gently contoured it from leading to trailing edge. No back edge bounce or drag. No friction that can deflect or slow up the blade as it planes through the turf. The rocker sole allows you to adjust the lie two degrees to flat, upright, or anything in-between.

Shaft over hosel.

The club shown is our offset model, with shaft over hosel. This is the strongest way to attach a shaft to a clubhead. It can withstand a torture test of 5250 pounds per square inch (the highest obtainable). No ineffective weight is added by the use of pins or ferrules. The weight is in the clubhead where it can do some good.

Handcrafted and precision engineered.

Check this new concept in iron design. You'll like the clean, flowing lines and gently rounded back. And the way the blade aligns squarely to the ball. Here's a precision engineered club with meticulous handcrafting. Investment cast in the finest 431 steel. Tolerances are measured in one ten thousandths of an inch. Our matched sets are really matched, with accurate swingweight continuity from club to club.

A custom club at an unaccustomed price.

You can custom fit the average player with a minimum stock. True Temper torque resistant Dynamic shafts in a variety of flexes. Your choice of lengths, swingweights and grip sizes. (Model illustrated is offset, with shaft-over-hosel. A no-offset model is available with shaft-over-hosel or shaft-in-hosel.) If you need a special order, we can get it to you fast—and at no extra charge. Our salesman will be calling on you soon. Or contact address below.

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