

YOU, THE PRO,

must know "what's what" in STEEL SHAFTS

A WHOLE lot of the pro's success as a prosperous merchant depends on his expert judgment and selection of golf goods and on knowing just why one product is of outstanding superiority. You must protect and extend your reputation in this respect.

On the matter of shafts you know what difficulty you had in selecting the right hickory. Some shafts *looked* as good as others, but oh, what a vast difference in play.

A few years ago the long and thorough research of The Horton Manufacturing Co. (Bristol, Conn.) resulted in the perfection of the Bristol "Gold Label" Steel Shaft. That put the club business on a new basis for at last pro and player could be sure of getting shafts of unvarying excellence. The tremendous, speedy growth of the Bristol "Gold Label" Shaft sales continues to give impressive evidence that the trend of the golfing public's favor is toward steel shafts, in the irons as well as in the woods which "took on" with the pros first.

But "just steel" in shafts isn't enough. It's liable to be dangerously misleading and costly to pro profits and pro reputation for highest class merchandise if you neglect to consider that there is a difference in steel shafts.

In the years when the makers of the Bristol "Gold Label" Steel Shaft were experimenting with the steel shaft they tried practically everything in the way of steel shafts that have since come on the market, but discarded all other ideas in favor of the Gold Label selection of raw material and manufacture.

Why One Steel Shaft Is Better

The Pro in knowing the distinguishing details of the merchandise he handles can remember and relate, with profit to himself and members, the following points

that are accountable for the Bristol "Gold Label" Steel Shafts' superiority.

In the first place high carbon steel is needed for steel shafts in order to supply the resiliency necessary and to permit tempering that puts the resiliency, balance and strength in the shaft correctly. This high carbon steel is what they use in making watch springs that retain their "life" for years of constant service. You can't "draw" high carbon steel commercially. Instead of the less expensive "drawing" process of manufacture the Bristol "Gold Label" Shafts are made by an ingenious and patented welding process that provided the real foundation for the successful introduction of the steel shafts. Thus they are the only steel shafts made of the high carbon or "spring" steel.

This high carbon steel used in Bristol "Gold Label" Shafts costs The Horton Manufacturing Co. about four times as much as ordinary steel, but even with this increased cost and that of welding, the cost of the superior finished shaft, is only a few cents more than the cost of the ordinary steel shafts. In completed clubs the cost of the Bristol "Gold Label" Shaft is frequently absorbed by the manufacturer, because he wants clubs of his name to be the best possible assets to his reputation, regardless of price.

This protection of profit and good name that is supplied to the pro, and to the manufacturer by the exclusive merits of the Bristol "Gold Label" Steel Shafts certainly warrant insistence on these shafts by those who really know good golf clubs.

If you would like to have additional information about steel golf shafts, just write to The Horton Manufacturing Company, Bristol, Conn. If you are not receiving "The Bristolite," a new, newsy and entertaining monthly publication of especial interest to pros, let us put you on our free mailing list.—(Adv.)