

EMERSON from page 7

Perhaps the problem here is one of definition, but I firmly believe that even a small club should check prices with several firms before buying. Certainly, some consistent verification should be made that the supplier being used by the club is offering the best available prices. Fifteen years of personal experience in purchasing for clubs and restaurants taught me the value of this practice.

Two other statements in the letter concern me. The first expresses the belief that I wrote, "All clubs operating under different . . . conditions can achieve the same results."

I have reviewed the article very carefully and believe that an inspection will show that what I actually said was that *each* individual club can achieve improved and more consistent results when comparing these results with *its own* past performance.

Finally, I am concerned over the comments that I am "critical of country club managers," and that my article will cause club officers and committees to "zero in on them." To this I can only say that my comments were instructional and informational and in no wise were intended to be critical.

The majority of professional club managers are competent, skilled executives. (I know for a fact that the writer of the letter is such a manager.) These men and women are already aware of many, if not all, of the points I raise in my columns and see to it that their officers and directors are kept well informed on such matters.

However, of the more than 8,000 private golf clubs in the country, no more than 2,000 are run by members of the Club Managers Assn. of America. Perhaps another 1,500 are exposed to one of CMAA's fine training programs or have the academic or practical experience to qualify as professionals. This means that more than half of the clubs in the country are being managed by people who need all the information they can get.

It is to these clubs, their managers and directors, and to that small group of professionals who are still learning, that my columns are directed. □

USE THE READER SERVICE CARD IN THE FRONT OF THIS ISSUE FOR MORE INFORMATION ABOUT THE PRODUCTS ADVERTISED IN GOLFDOM.

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2537 Boston Road (Route 2-1)
Bronx, N.Y. 10467

Circle No. 181 on Reader Service Card

NEW PRODUCTS

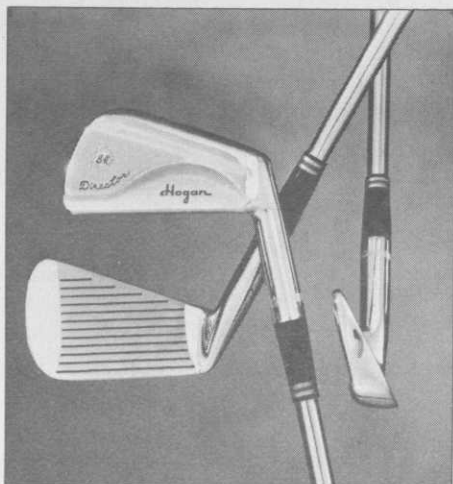
CLASSIC DESIGN provides a new concept in golf signs: a visual presentation of individual fairways. The company offers a wide choice of custom-designed, quality signs for golf course owners and managers. Special care has been taken by the company to create designs, using materials, colors and lettering, suited to the golf course. Not only tee signs, but fairway information signs, trailers or special signs are available at various prices. These will be designed for individual courses, using blueprints if available and, if necessary, personal visits to the course. All work and materials are said to be of the highest quality to assure maximum usage and longevity. The company guarantees all workmanship for six months.



Circle No. 102 on Reader Service Card

AMF/BEN HOGAN introduces a new line of golf clubs for 1974 including the top-of-the-line Director iron, that incorporates the latest engineering techniques and the finest and most suitable materials. The forged-iron "Power-Perimeter" clubhead is designed to concentrate mass across the sole and toward the heel and toe—for the precise balance necessary for accuracy and power. Director irons are crafted with Apex light weight steel shafts and the Hogan Slip-Proof Grip. Apex High-Crown Woods are also presented, made

from Dura-Play laminated-maple, with high crown and full profile to provide the large clubhead mass preferred by many professionals and low handicap amateurs.



Circle No. 103 on Reader Service Card

THE TORO COMPANY's Irrigation Division has developed a line of backflow preventers, which consist of a reduced pressure backflow preventer for high hazard situations in two models in sizes ranging from one to four inches. The backflow prevention devices provide protection against pollution or contamination wherever potable and non-potable water lines are cross-connected. These units have compact design for less weight and space, easy disassembly, modular construction of check valves and relief valve, single bolt and clamp mount for quick removal and durable, corrosion-resistant plastics used in construction.

Circle No. 104 on Reader Service Card

AMF HARLEY-DAVIDSON announces its line of 1974 golf cars, with redesigned front and rear bumpers on the four-wheel models and a new rear bumper on the three-wheel cars for greater strength and a better appearance. Cars will also feature an all-new sun top and windshield, both mounted for ease of installation or removal. All models fea-

ture impact-resistant molded fiberglass bodies, colored a new off-white to resist sun fade, mounted on a welded tubular steel frame.



Circle No. 105 on Reader Service Card

DOUBLE EAGLE PROFESSIONAL DIV., Ajay Enterprises Corp., introduces the Double Eagle English Caddy golf cart. Wide wheel base and welded and riveted steel tubular construction give this model excellent balance and stability. With adjustable sling bag brackets, the English Caddy can hold any size or style of golf bag. It folds compactly when the handle is lowered and has 12 inch chrome plated wire spoke wheels that snap on and off for added convenience. The cart has white semi-pneumatic rubber tires, white bag straps and trim and a baked enamel finish. The Caddy comes in blue, lime and black.



Circle No. 106 on Reader Service Card

HEATH-GATES TIRE REPAIR PRODUCTS presents Sure-Seal, a new tubeless tire repair kit, designed to end golf car down time from flats by enabling operators to plug the puncture in less than two minutes without removing the tire from the wheel. The secret is a yarn-like piece of vulcanizing rubber which is threaded through a needle-like awl and inserted into puncture hole. It's guaranteed not to leak and 144 repair units sell for \$18.95 per piece.



Circle No. 107 on Reader Service Card

ATLANTIC PRODUCTS CORP. presents its new Tour-Mate Professional Golf Bags line, which consists of seven new models, each in two color options, with approximate retails of \$30 to \$100.

The line features: lightweight, bright and strong structure, rich looking brass hardware, Delran zippers, golf top ring extrusions for added strength and styling, all new canvas and nylon golf bags, cylinder for added strength and shape retention and large, spacious, pockets with extra wide openings.



Circle No. 108 on Reader Service Card

HITACHI SALES CORP. OF AMERICA has developed the new Motion Analyzer unit for playing back sports activity in seconds. The unit is a 33 pound electronic control center that can be hooked up with a television camera and any black and white or color television set. It can be programmed to record, in sequence or at random, a series of 15 stopped motion pictures and then play them back on your television screen. By simply pressing a series of buttons, you can pre-set what you want to see and the time lapse between each picture. The pictures are instantaneously stored in a rotating memory disk similar to the type used in computers.

Circle No. 109 on Reader Service Card

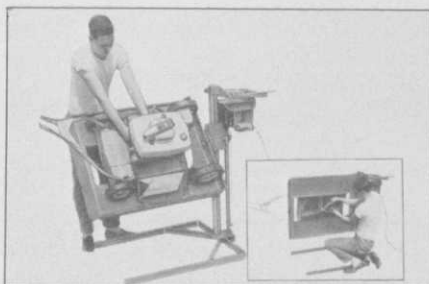
S.I. JACOBSON MFG. COMPANY introduces a new line of low priced golf bags called the Walk & Talk line, with a suggested retail price of from \$9.95 to \$17.95. The new bags feature Jacobson's single coated elephant hide supported vinyl and come in red, white, blue and black and green.

Circle No. 110 on Reader Service Card

G & H PRODUCTS, INC., presents the Model 350-A motorized lawnmower stand that is designed to service all walking mowers and to make repair a quick, easy job.

With the 30 inch wide bed on the ground, the company says, you just roll the mower on. A flip of a switch raises it to 32 inch working bench height—then the mower can be tipped to any desired position—and securely locked by friction.

Ruggedly constructed of heavy arc welded steel throughout, the Model 350-A has an open center bed for easy blade removal and is furnished complete with one third hp motor, a gearless drive and removable parts tray.



Circle No. 111 on Reader Service Card

JACOBSEN MFG. COMPANY presents a new sand trap rake called the Trap King, which is a three wheeled ve-

hicle powered by a recoil start 6.5hp Wisconsin engine or an electric start eight hp Kohler engine. With torque converter drive and transaxle transmission, the Trap King features three forward speed ranges and reverse.

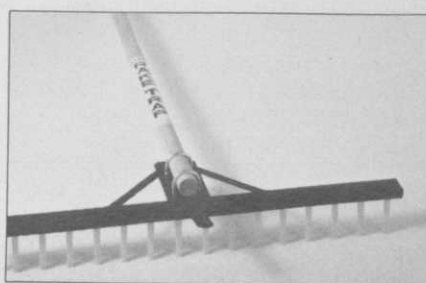
Circle No. 112 on Reader Service Card

BRANDELL PRODUCTS announces a putter for all ages, with adjustments to fit youngsters and men or women who prefer a shorter putter. The all-weather grip, two-piece shaft and chrome plated head are of high quality and the club can be used by right or left handed people. The putter lists for \$10.



Circle No. 113 on Reader Service Card

COURSIGNS, INC., introduces a new concept in trap rakes, which combines high impact plastic, tempered steel and hardwood to give a rugged and effective rake. The 20 inch plastic head is reinforced by an enameled steel frame. The hardwood handle is readily replaceable and the rake weighs less than two golf clubs. Prices range from \$4.50 to \$4 depending on quantity.



Circle No. 114 on Reader Service Card

WATSON *from page 60*

highly-developed system of green belts serving densely populated areas. These green belts—mostly small parks and wooded areas—are heavily used.

Americans can look for an increased use of parks and woods near heavily populated areas. If access to free-wheeling cars and skies full of planes is diminished, there may be an American renaissance of hiking, hosteling, and cross-country skiing. Bowling greens and lawn games may return to our towns. The network of more than 11,000 golf courses—one of America's national treasures—will increase in importance as we move further into this new age of shortages.

As the demands on these facilities grow—and they are bound to—scientists and researchers will have to keep pace with new turf management techniques and products. In the last quarter of a century, there have been such achievements as: new warm and cool season turfgrasses; fertilizers; fungicides; herbicides; insecticides, and turf equipment. That kind of developmental work will provide the basis for continually satisfactory turfgrass areas.

The energy crisis provides turfgrass managers with their greatest challenge and their greatest opportunity in years. The production and maintenance of good turfgrass facilities can only grow in importance, for they are a vital part of our way of life. □

QUALITY TURF *from page 56*

thereby reducing the number of times per season that you must cover the same area.

Too much mowing can waste power, as can allowing the grass to grow too long, which may require subsequent cleanup operations. Try to remove no more than one-third of the blade of grass at each mowing. Greens will still require daily mowing, but you can revise mowing schedules for all other areas.

Other conservation suggestions are these:

1. Keep the gas pump locked to avoid theft;
2. Avoid spilling while refueling. You'll want your operators to avoid hot rodding and jack rabbit starts and stops. This may bring the additional benefit of reducing breakdowns;
3. Turn off the engine when not in use; there is no productive work done while idling;
4. A governor installed on the engine is the most efficient means of ensuring uniform speed. It is not always necessary to operate machines at maximum rated RPM. With hydrostatic propulsion drive, you can reduce engine speed and still maintain the desired ground speed. The reduced speed will save fuel.

Fertilization and water practices affect the frequency of mowing. Soil analysis may not only save money on

fertilizer, but will eliminate the possibility of over fertilizing, therefore reducing frequency of mowing while maintaining good growth and color in the grass. An efficient sprinkler system, which evenly distributes and controls moisture, influences the growth of grass; that, in turn, dictates the frequency of mowing. Don't water any more than is absolutely necessary.

Fuel can be saved, but it will require special effort on the superintendent's part to reduce gasoline consumption 10 to 20 per cent. Select the proper machine for the job, keep equipment properly maintained and adjusted and make full use of your managerial talent. Any one of the steps listed is not critical for fuel conservation, but all of them will give you the opportunity to save fuel without sacrificing good turfgrass management practices. □

CONVENIENT SHOPPING

For more information about the products advertised in the pages of **GOLFDOM**—use the postage-paid Reader Service Card in this issue. Just circle the number appearing in the ad on the Reader Service Card, which you will find in the front of this issue.

CLASSIFIED

JOBS OPEN

Wanted - Greens Superintendent - 9 Hole mid-Michigan course. Capable of all outside work and machine upkeep. References required Write Box 401, % GOLFDOM

JOBS WANTED

CLASS A PGA Pro desires change. Age 31. 15 years experience. Excellent teacher and player. Qualified in all phases of pro shop merchandising. Resume furnished. Write Box 403, % GOLFDOM.

GOLF PROFESSIONALS, husband and wife. Complete pro-shop operations. Ten years experience. Continental U.S. Write Box 402, % GOLFDOM.

GOLF COURSE SUPERINTENDENT or Pro-Superintendent. Lifetime experience, including nationally known courses. Top references. Prefer Florida, Michigan, Northern Ohio. Contact AL SHERWOOD, Rt. #1 Box D9-1, Dunnellon, Florida 32630. (A.C. 904) 726-5620.

BUSINESS OPPORTUNITIES

GOLF COURSES: Want to buy or sell a golf course? Our business is exclusively with golf courses. MCKAY REALTY - GOLF AND COUNTRY CLUB PROPERTIES. 15553 N. East St. (U.S. 27), Lansing, Mich. 48906.

MISCELLANEOUS

BRAND NAME Practice Golf Balls for tournaments. Striped choice of color. Free Sample. RAVEN GOLF, 6148 Thornycroft, Utica, Mich. 48087.

PRACTICE Range Balls in stock. Daily UPS shipments. Free Brochure. RAVEN GOLF,

6148 Thornycroft, Utica, Mich. 48087. Tel. #313-731-3469.

GOLF CAR TIRES First line 18 x 8.50-8, \$11.39; 18 x 9.50-8, \$11.62. Send for our complete tire line. All sizes available. GOLDEN TRIANGLE SPORTS, INC., 6317 Library Road, Library, Pa. 15129. Phone (412) 835-6898.

RATES: Minimum at \$13.44—20 words or less; additional words 81¢ each; in boldface type 91¢ per word. Ads Payable in Advance. CLOSING DATE: 20th of 2nd month preceding issue. No classified advertising offering new merchandise or equipment will be accepted.

Use of GOLFDOM box numbers counts as 5 words. Response to these ads only should be addressed to the box #, % GOLFDOM Classified, 380 Madison Avenue, N.Y., N.Y. 10017. Replies are promptly forwarded to advertisers. Those requiring more than 10¢ postage, the additional postage for forwarding must be supplied.

Send ad copy and payment to: GOLFDOM, Attn. M. C. Ansbro, Class. Adv. Mgr., 380 Madison Ave., N.Y. 10017.

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FOR INFORMATION ON PRODUCTS LISTED, CHECK APPROPRIATE BOX.

GOLF COURSE

MAINTENANCE EQUIPMENT

- 301 Aerifying machines
- 302 Blowers/Sprayers
- 303 Edging machines
- 304 Hole Cutters
- 305 Mowers
- 306 Pumps
- 307 Rakes (trap)
- 308 Rollers
- 309 Sod cutters
- 310 Soil screeners
- 311 Soil shredders
- 312 Spikers
- 313 Sprayers
- 314 Spreaders
- 315 Sweepers
- 316 Sweepers-mulchers (turf)
- 317 Thatch cutting machines
- 318 Thatch cutters and vacuum removal
- 319 Tractors
- 320 Trailers (utility)
- 321 Trucks (utility)

CHEMICALS

- 350 Algae killer (ponds)
- 351 Fertilizers
- 352 Fungicides
- 353 Herbicides
- 354 Insecticides
- 355 Wetting agents

FURNISHINGS

- 375 Ball washers
- 376 Benches
- 377 Comfort stations
- 378 Course shelters
- 379 Flags and poles
- 380 Refreshment stands
- 381 Score Card Box (metal)
- 382 Signs: yardage and direction
- 383 Tee markers
- 384 Vending machines
- 385 Water coolers

CONSTRUCTION AND SUPPLIES

- 400 Humus and peat
- 401 Irrigation systems and equipment

- 402 Lighting equipment
- 403 Matting-seedbed protection
- 404 Pipe
- 405 Sand
- 406 Seed
- 407 Soil conditioners
- 408 Stolons
- 409 Trees and shrubs
- 410 Tree care service
- 411 Stone Pickers

420 GOLF COURSE ARCHITECTS

421 GOLF COURSE CONSTRUCTION

- 504 Club repair supplies
- 505 Floor covering (spike resistant)
- 506 Handicap racks
- 507 Handicap cards

RANGE SUPPLIES AND EQUIPMENT

- 525 Balls (range)
- 526 Ball dispensers (coin)
- 527 Ball strippers
- 528 Ball washers (range)
- 529 Clubs (range)
- 530 Mechanical range ball retrievers
- 531 Practice driving nets
- 532 Range mats

PRO SHOP

APPAREL AND ACCESSORIES

- 425 Blazer crests
- 426 Caps and hats
- 427 Golf apparel (men's)
- 428 Golf apparel (women's)
- 429 Golf shoes
- 430 Socks
- 431 Sport jackets and blazers
- 432 Tennis apparel
- 433 Trophies
- 434 Business Forms
- 435 Stationery/Bags/Giftwrap
- 436 Favors/Prizes

GOLF EQUIPMENT AND ACCESSORIES

- 450 Bags
- 451 Bag tags
- 452 Balls (regular)
- 453 Clubhead covers
- 454 Clubs
- 455 Golf gloves
- 456 Golf practice devices
- 457 Grips
- 458 Pull carts
- 459 Graphite shafts

FIXTURES AND EQUIPMENT

- 501 Bag storage racks
- 502 Ball washer detergents
- 503 Club cleaners and polishes

GOLF CARS

CARS, ACCESSORIES

- 550 Batteries
- 551 Battery chargers
- 552 Golf cars, new
- 553 Golf cars, reconditioned
- 554 Tires

CLUBHOUSE

FOOD, LIQUOR AND SERVICE EQUIPMENT

- 575 Soft drinks, mixers
- 576 Beer and ale
- 577 Liquor
- 578 Wines
- 579 Cooking equipment
- 582 Sanitation and maintenance equipment (dishwashers, disposals, steam cleaners and floor maintenance equipment)
- 584 Holding equipment—hot and cold
- 585 Supplies (china, glass, plastic, paper, pots and pans, cutlery, tools, flatwear, locker-room)
- 586 Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
- 587 Lockers
- 588 Locks for lockers
- 589 Locker room supplies
- 590 Scorecards
- 591 Business Forms & Stationery
- 592 Shoe bags

Mail page to GOLFDOM, P.O. Box 7591, Philadelphia, Pa. 19101

I. Is your golf course:

- | | | |
|---|---|---|
| A. <input type="checkbox"/> Private | D. <input type="checkbox"/> Resort | H. <input type="checkbox"/> Par 3 |
| B. <input type="checkbox"/> Semi-private | E. <input type="checkbox"/> Public | J. <input type="checkbox"/> Military |
| C. <input type="checkbox"/> Municipal (city, state or county owned) | F. <input type="checkbox"/> School | K. <input type="checkbox"/> Pitch & Putt |
| | G. <input type="checkbox"/> Company owned | L. <input type="checkbox"/> Driving Range |

II. Size of course:

1. 9 holes 2. 18 holes 3. 27 holes 4. 36 + holes

III. Acreage of Golf Course

- A. under 100 B. 101-200 C. 201-350 D. 351-500
E. 501 + over

IV. Has your course opened in the last six months? Yes 1
No 2

V. Is your course due to open in the next six months? Yes A
No B

Send information on products checked to:

Name _____

Title _____

Club _____

Address _____

City _____ State _____ Zip _____

A.C. _____ Tel. _____

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PEOPLE IN THE NEWS

DONALD B. PFLEIDERER, one of the nation's leading agronomists, has been named sales manager for the Professional Division of the Bishop Company. Dr. Pfeleiderer will be responsible for the Professional Division's sales, advertising, merchandising, agronomic and other related marketing efforts. He was formerly director of technical services for Agrico's Turf and Garden Products Division.



Pfleiderer

CHARLES S. PUTNAM has been elected vice-president/sales for Telsco Industries. Putnam has served Telsco as Weather-matic Division sales manager since November, 1969.



Putnam

TOM POND has been promoted to vice president/manufacturing for the Pedersen Golf Division. Pond was formerly production manager for Pedersen. In his new position he will be responsible

for all golf manufacturing and production.

JOHN A. DAVIDSON has been appointed president of the Harley-Davidson Motor Company, Inc. Davidson joined Harley-Davidson in 1960 as assistant dealer relations manager, then became dealer relations supervisor, dealer relations manager, assistant to vice president/sales and, in 1969, vice president/sales. In August 1972 he was promoted to the position of executive vice president/marketing.



Davidson



Devine

KENNETH F. DEVINE has been named vice president of marketing of the PGA Division of Victor Golf. Devine has been sales manager of PGA Victor for the past seven years.

Introducing the Keller Irons with a new gimmick called the truth.

Our new club won't cure a slice. Nor make a duffer into a scratch golfer. We simply set out to create the finest iron made. We worked with the nation's foremost designer of investment cast clubs, Phil Skovronski. Phil designed 13 of the top selling lines, including the very first of the investment cast irons. We feel the new Keller iron is an improvement on them all. That's the biggest promise we can make.

Some facts about that "Sweetspot".

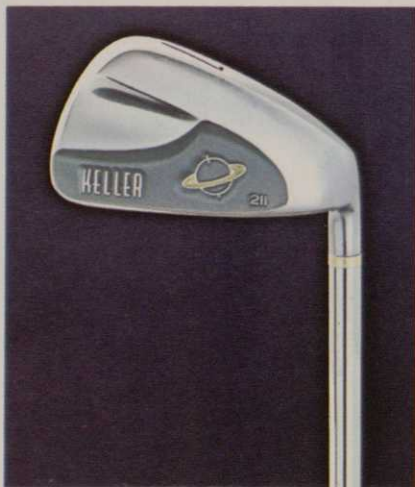
Our sweetspot isn't 3 inches wide. Nor even 2½ inches. No clubmaker can support that



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 ¼ 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-tenth 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 salesmen will be calling on you soon. Or contact address below.

KELLER 

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