

HOLE NO. 15
542 YARDS
PAR 5 BOGEY 6

1925 - 1975

50
YEARS
OF
PROGRESS

WITH

STANDARD



In 1975, Standard will celebrate their 50th anniversary in the golf equipment industry . . . far longer than anyone else in the field. These past 50 years have produced 50 years of progress . . . from a few iron cups, wooden flag poles and tee markers to the present lineup of over 50 new and modernistic products.

Instead of wooden poles, Standard produces configured aluminum tournament poles, tapered and straight fiberglass poles. Instead of a tee marker and bag stand of aluminum, Standard has the convenience package of a ball washer made of Cylolac, fuse bonded steel stand, vacuum formed tee data plate, a spike cleaner, plus a litter caddy built into one colorful, attractive unit. New processes, new material, unique design and faster production are the key words at Standard in the mid 70's.

Even the name has been changed from Standard Manufacturing Company to Standard Golf Company. But, the same high standards of excellence and dedication to serving the golf industry are maintained at Standard. For complete details and descriptions of the 1975 Standard lineup, write for your FREE copy of the 32-page, full color catalog. Or contact your nearest Standard distributor for your FREE copy.



STANDARD GOLF COMPANY

220 East Fourth Street
Cedar Falls, Iowa 50613