



“The Most Interesting Development in Golf —since the rubber core ball”

THIS is what one of the foremost professionals of the country recently said about the Bristol Steel Golf Shaft. Everywhere that this new steel shaft has been introduced and tried it has instantly been received with great enthusiasm.

The Bristol Steel Golf Shaft is the successful result of years of experiment to produce a steel shaft the equal of the finest hickory.

Lighter than hickory, the Bristol Steel Golf Shaft makes a better balanced club in that it puts the weight down where it ought to be. It hangs right; it feels right. It is easier to attach, stronger and more durable — climatic conditions will not affect it; the “whip” always stays the same.

Good hickory is growing scarcer — it is hard to

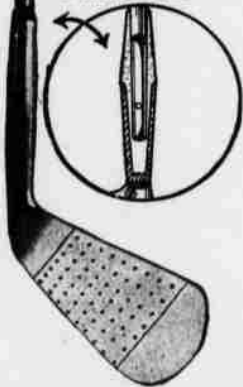
get a *good* hickory club. You will find the Bristol Steel Golf Shaft is the equal of the finest hickory in every particular. Try a club equipped with a Bristol Steel Golf Shaft and you will immediately recognize its many perfections. You will want all of your clubs fitted with it. Ask your “Pro.” about it. Have him fit the Bristol Steel Golf Shaft to one of your old clubs or buy a new club with it attached.

Golf Clubs fitted with Bristol Steel Golf Shafts can now be supplied by The Crawford, McGregor and Canby Co., Dayton, Ohio and The Hillerich & Bradsby Co., Louisville, Ky.

Write for descriptive circular giving name of your golf club and professional.

THE HORTON MANUFACTURING CO., Bristol, Conn.
Manufacturers of Bristol Steel Fishing Rods, Meek and Blue Grass Reels and Kingfisher Silk Fishing Lines

How the Bristol Steel Golf Shaft is Attached to the Iron head

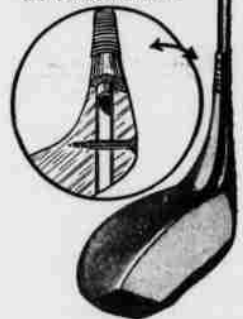


Patented
Nov. 22, 1910
Oct. 3, 1911

Bristol
TRADE MARK REG. U.S. PAT. OFF.
Steel Golf Shaft

Patented
May 12, 1914
May 2, 1916

How the Bristol Steel Golf Shaft is Attached to the Wooden head



NOTICE: Basic and Supplementary Patents covering Steel Golf Shafts are controlled exclusively by us