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The Balance is Very Important

The balance of a club, be it driver, spoon or iron is of vital importance whether you are champion or beginner. A properly balanced club cannot fail to improve your game. It will give more confidence to your swing. Your play will be more natural. On the other hand a poorly balanced club will ruin not only your game but a perfectly good disposition.

Golfers who have used Bristol Steel Shafted Clubs are loud in praise of the wonderful balance. The weight is near the head, just where you want it. It is placed in the right position

scientifically—no hit or miss method. The club feels good and hangs right.

The Bristol Steel Golf Shafts will not warp, rust or crack. They can be safely stored through the winter without fear of injury from dampness.

Bristol Steel Golf Shafts are of same high quality all the way through. There are no weak ones, for they are manufactured with mechanical exactness. They can be obtained either whippy or stiff, as you prefer. In every respect they are handsomely finished shafts.

Bristol Steel Shafted Clubs can be supplied by The Crawford McGregor & Canby Co., Dayton, Ohio; Thos E. Wilson & Co., Chicago, Ill.; The Hillerich & Bradsby Co., Louisville, Ky.

THE HORTON MANUFACTURING COMPANY . . . BRISTOL, CONN.
Manufacturers of Bristol Steel Fishing Rods, Meek and Blue Grass Reels and Kingfisher Silk Fishing Lines

Patented
Nov. 22, 1910
Oct. 3, 1911

Bristol

TRADE MARK REG. U. S. PAT. OFF.

Patented
May 12, 1914
May 2, 1916

Steel Golf Shaft

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

Bristol Steel Shafted Clubs are on sale in Pinehurst at the Golf Shop