

ADDITIONAL INFORMATION

My Clubs Are Handmade
to Fit Your Swing

It is a natural question for you to ask: "How can you so accurately design clubs that you are able to guarantee they will fit my swing?" To this the best answer is: "That for many years we have been successfully doing this very thing. BILLION MORE THAN 20 YEARS WE HAVE SATISFIED THOUSANDS OF PARTI- CULAR GOLFERS ALL OVER THE WORLD with our clubs handmade to their individual specifications. And here's how:

You will notice that in this chart we ask only for several simple measurements and a few questions that are easy to answer. From this information we determine the specifications and DESIGN THE CLUBS FOR YOUR INDIVIDUAL SWING. Many golf clubs have been selected (supposedly fitted) to the individual needs on consideration of length and weight only. This is all right as far as it goes, but it is only two-thirds complete. To be COMPLETELY FIT TO YOUR SWING, YOUR CLUBS MUST BE RIGHT FOR YOU IN EACH OF THE FOLLOWING NINE FUNDAMENTAL MEASUREMENTS:

1. Weight of Club Head
2. Flexibility of Shaft
3. Length of Shaft
4. Swinging Balance
5. Total Weight
6. Loft of Face
7. Angle of Face With Shaft
8. Lie of Club
9. Size and Shape of Grip

These determining factors distinguish Kenneth Smith's Clubs, handmade to fit your swing. They are each related to personal characteristics. Your personal com- plete information, coupled with the long experience of our skilled craftsmen makes possible this service that is available only when you send in the chart ordering Kenneth Smith golf clubs handmade to fit your swing.

FREE ON REQUEST

Kenneth Smith's Booklet, "Why Handmade Golf Clubs Improve Your Game."

For Your Free copy check here _____. If you would like copies mailed to some of your friends, write their names and addresses above.