



How

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. DURING MORE THAN 20 YEARS WE HAVE SATISFIED THOUSANDS OF PARTICULAR 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 individual needs on consideration of length and weight only. This is all right as far as it goes, but it is only two-ninths complete. TO BE CORRECT FOR 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 Taper of Grip.

These determining factors distinguish Kenneth Smith Clubs, handmade to fit your swing. They are each varied to personal requirements. Your accurate, complete 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.

GET YOUR MONEY'S WORTH

When you pay your good money for a set of golf clubs, you are entitled not only to good clubs—substantial, well balanced and attractive—but also YOU ARE ENTITLED TO GOLF CLUBS THAT FIT YOUR SWING. Only clubs that are suited to your natural style of play enable you to score your best. Every championship golfer knows this. Yet of all the different brands of clubs available, ONLY KENNETH SMITH CLUBS ARE MADE FOR AND GUARANTEED "TO FIT YOUR SWING"—made correctly in each of the nine fundamental measurements. Read complete explanation in our free booklet "Why Handmade Clubs Improve Your Game."

May I help you to Lower Scores with Better Clubs?

Kenneth Smith

