

# MISSING: One small rivet



. . . that's why Spalding Cushion-necks are the only steel-shafted irons with all the sweet feel of the finest hickory, and all the advantages of the steel shaft . . .

**T**HE rivet is gone—the rivet that always joined the shaft to the head in golf irons!

And its banishment gave to the golfing world the Spalding Cushion-neck Irons—the first irons and the only irons to combine the straighter shots and greater uniformity of the steel shaft with the sweet feel of the finest hickory!

Is that news? Just ask the great majority of golfers who now play steel-shafted woods! They know that the lighter steel shaft puts greater swinging weight into the head—where it ought to be—and aids controllability.

They know that the thinner steel shaft cuts through wind resistance to give a sweeter whip to every shot. And they know that the more uniform steel shaft stays more uniform—that it can't warp—that it won't grow temperamental even under the most trying weather conditions.

Yes, in woods the steel shaft always has been a great thing. But in irons—ah, that was a different story.

For in all pre-Cushion-neck steel-shafted irons, the metal-to-metal contact of steel shaft against steel head formed a perfect conductor that carried the shock and vibration of every shot up the shaft and into the hands—causing a harsh, sour feel.

**Missing: all vibration—all harsh feel**

In the Spalding Cushion-necks, the steel shafts *never touch* the steel heads.

For before each shaft is fitted into the hosel of the head, it is enclosed in a cushioning sleeve of lively rubber. Vibrations can no more pass through this rubber sleeve than can electric current pass through the rubber insulation on a wire.

But vibrations *can* pass through that little rivet! Even though there's enough rubber in there to make a balloon tire, a rivet touching both head and shaft forms the metal-to-metal contact that could knock the cushioning idea for a row of caddy-houses.

Spalding knew this—and kept experimenting until the Spalding experts finally worked out an ingenious way of crimping the end of the hosel around the rubber so that no rivet is necessary.

That has another advantage—it insures permanent liveliness for the rubber sleeve by sealing out the air. The rubber cannot oxidize. It stays lively throughout the long life of the club.

Other clubs may offer some rubber gadget. But only Spalding can offer steel-shafted irons with absolutely no metal-to-metal contact. For the whole Cushion-neck principle is so completely guarded by patents that not even the Marines could break through.

Play Cushion-neck Irons as soon as you can get your hands on them. Play them for a day, a round, or even for a single shot. They'll give you a new golfing thrill no matter how long you've been playing the game!

**Prices of Kro-Flite "Cushion-neck" Irons**

Custom Built Registered.....	} Set of nine \$90.
(Sold in sets only.)	} Set of six 60
Standard Registered.....	} Set of nine \$75.
(Sold separately so that you can build up a perfectly matched and registered set by buying one or two clubs at a time.)	} Set of six 50.
	Each 8.50

Related Irons .....	} Set of nine \$18.50
	} Set of six 10.00
	Each 6.50

Let your Professional outfit you. Spalding dealers also carry these clubs, as do all Spalding Stores. © 1930, A. G. S. & Bros., Inc.

*Spalding*  
**KRO-FLITE**  
 CUSHION-NECK IRONS  
 Produced in Canada