NOTE: The following is a listing of the major golf equipment manufacturers with their 1974 lines of pro-only golf clubs. An asterisk by the name of a model indicates it is new. Shaft flexes are parenthesized and have been abbreviated to A-flex (A); regular flex (R); stiff flex (S); extra stiff flex (X), and ladies' flex (L). Manufacturers may use different markings than those above, but they have been converted by GOLFDOM for uniformity. All prices listed are suggested retail and include nine irons and four woods, unless otherwise indicated.

ACUSHNET

MODEL: TITLEIST
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with Tungsten alloy weights inserted in heel and toe for weight redistribution
SHAFT TYPE & FLEX: Acushnet steel (A,R,S)
WOOD COLOR: Cherry mahogany and black
PRICE: Irons, $225; woods, $125

MODEL: FINALIST
CHANGES FOR 1974: None
FEATURES: Irons contoured for perfect lineup and control. Combination price for pro shops, $159.50 retail
SHAFT TYPE & FLEX: Pro-Fit (R)
WOOD COLOR: Walnut with black insert
PRICE: Set of three woods and eight irons, $159.50

MODEL: TITLETTE (Ladies')
CHANGES FOR 1974: None
FEATURES: Square toe design irons
SHAFT TYPE & FLEX: Pro-Fit (L)
WOOD COLOR: Blue with black insert
PRICE: Set of three woods and eight irons, $159.50

BUTCHART NICHOLLS

MODEL: SCX
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe weighting. Woods have Cyclocel inserts with brass heel, toe weighting

DUNLOP

MODEL: DUNLOP 7000*
FEATURES: Investment cast stainless steel irons
SHAFT TYPE & FLEX: Dynamic Unitized (R,S)
WOOD COLOR: Black with red insert
PRICE: Not yet determined
COMMENTS: All sole brass plate on woods

MODEL: MAXPOWER
CHANGES FOR 1974: Woods have clear plastic face insert with Maxfli logo
FEATURES: Forged stainless steel irons with heel, toe weighting
SHAFT TYPE & FLEX: Dyno-Pro (R,S,X)
WOOD COLOR: Black
PRICE: Irons, $144; woods, $252
COMMENTS: All sole brass plate on woods; right-hand only

MODEL: MAXFLI
CHANGES FOR 1974: Natural brown finish on woods with a clear plastic insert
FEATURES: Forged stainless steel irons with heel, toe perimeter weighting
SHAFT TYPE & FLEX: Dynamic (R,S); Maxlite (R,S); Maxpower (R,S,X)
WOOD COLOR: Natural brown finish with clear plastic insert
PRICE: Irons, with Maxpower shaft, $252; Maxlite and Dynamic shaft, $207; woods, with Maxpower shaft $144; Maxlite and Dynamic shaft, $128
COMMENTS: Right-hand only

MODEL: MARILYN MILLER
CHANGES FOR 1974: None
FEATURES: Irons have wedge sole design with sand blasted face
SHAFT TYPE & FLEX: Pro-Lite (L)
WOOD COLOR: Blue
PRICE: Irons, set of eight, $80; woods, $60
COMMENTS: Irons available three through nine with pw; right-hand only

MODEL: SAN FRANCISCAN
CHANGES FOR 1974: None
FEATURES: Irons have broad sole with sweep flare design
SHAFT TYPE & FLEX: Pro-Lite (R)
WOOD COLOR: Mahogany with ivory insert
PRICE: Irons, $90; woods $60
COMMENTS: Right-hand only

DOUBLE EAGLE

MODEL: DOUBLE EAGLE*
FEATURES: Investment cast stainless steel irons with graduation heel, toe weighting
SHAFT TYPE & FLEX: Dyno-Pro (R,S)
WOOD COLOR: Black with black and gold eagle insert
PRICE: Irons, $202.50; woods, $120
COMMENTS: Right-hand only

SHIFA TYPE & FLEX: Dynamic (A,R,S,X)
WOOD COLOR: Black
PRICE: Irons $225; woods $140
COMMENTS: Custom specifications can be ordered at no extra cost. These clubs are not swing weighted, but feature B-N's stroke control design, ratio balance and controlled total weight

DUNLOP

MODEL: MAXFLI
CHANGES FOR 1974: Natural brown finish on woods with a clear plastic insert
FEATURES: Forged stainless steel irons with heel, toe perimeter weighting
SHAFT TYPE & FLEX: Maxfli (R,S,X)
WOOD COLOR: Natural brown finish with clear plastic insert
PRICE: Irons, with Maxpower shaft, $252; Maxlite and Dynamic shaft, $207; woods, with Maxpower shaft $144; Maxlite and Dynamic shaft, $128
COMMENTS: Right-hand only

continued on page 39
CLUBS from page 37

MODEL: BOB CHARLES
CHANGES FOR 1974: Woods available only in black finish
FEATURES: Woods and irons have been designed especially for left-handed golfers. Forged, carbon steel irons with triple chrome finish SHAFT TYPE & FLEX: Maxpower (R,S,X); Dynamic (R); Maxlite (R,S) WOOD COLOR: Black.
PRICE: Irons, with Maxpower shaft, $252; Dynamic and Maxlite, $189; woods, with Maxpower shaft $144; Dynamic and Maxlite, $114 COMMENTS: Right-hand only

MODEL: LADY QUANTUM*
FEATURES: Investment cast stainless steel irons with heel, toe and sole weighting. Woods available; one,three, five and seven SHAFT TYPE & FLEX: Dynamic (L) WOOD COLOR: Navy blue
PRICE: Irons, eight irons, $192; woods, $120

MODEL: OMEGA
CHANGES FOR 1974: Tunnel-Sole woods; aerodynamic Tunnel-Sole design with heel, toe weighting, enlarged insert, oversize grips and realigned club loft of one degree
FEATURES: Investment cast stainless steel irons with weight redistributed between heel and toe SHAFT TYPE & FLEX: Dynamic (S.R) WOOD COLOR: Black with black insert
PRICE: Irons, $270; woods, $152 COMMENTS: Right-hand only Circle No. 106 on reader service card

GOLF TECH

MODEL: HONEYCOMB*
FEATURES: Investment cast stainless steel irons with heel, toe weighting, square toe design and larger clubhead and shaft over hosel design. Heel, toe weighted woods SHAFT TYPE & FLEX: Dynamic (L,A,R,S,X) WOOD COLOR: Black with gold honeycomb shaped insert
PRICE: Irons, $297; woods, $180 COMMENTS: Woods available with graphite shaft. Available in ladies’ model. Right-hand only

MODEL: FTD (oss)
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe perimeter weighting off-set lie SHAFT TYPE & FLEX: Dynamic (R,S) PRICE: Irons, $270; woods, $146 COMMENTS: Woods are offered in either off-set design or traditional FTD design. Because of the greater ductility of metal in the FTD model, the loft and lie are correctable by the professional. Available in ladies’ model. Right-hand only Circle No. 107 on reader service card

FIRST FLIGHT

MODEL: FTD*
FEATURES: Forged stainless steel irons with square toe design. Heavily sole weighted SHAFT TYPE & FLEX: Hex Flex (R,S) WOOD COLOR: Golden mist
PRICE: Irons, $211.50; woods, $140 COMMENTS: Right-hand only

MODEL: GULDY (Ladies)
CHANGES FOR 1974: New blue color finished woods with one piece red insert FEATURES: Named after JoAnne Carner. All irons are precision weighted and balanced SHAFT TYPE & FLEX: Maxlite (L) WOOD COLOR: Blue finish with one piece red insert
PRICE: Irons, $140; woods, $100 COMMENTS: Right-hand only

MODEL: SUSIE MAXWELL
CHANGES FOR 1974: Woods finished in natural brown with one piece red insert and full brass sole plate FEATURES: Forged stainless steel irons with heel, toe perimeter weighting SHAFT TYPE & FLEX: Maxlite (L) WOOD COLOR: Natural brown with one piece red insert
PRICE: Irons, $140; woods, $100 COMMENTS: Right-hand only Circle No. 105 on reader service card

FAULTLESS

MODEL: QUANTUM*
FEATURES: Investment cast stainless steel irons with longer blade look, internal hosel. Woods available with Tunnel-Sole heads SHAFT TYPE & FLEX: Dynamic (R,S) WOOD COLOR: Black with burgundy insert
PRICE: Irons, eight irons, $200; woods, $126 COMMENTS: Right-hand only

MODEL: FTD LEFT-HAND*
FEATURES: Forged stainless steel irons without hosel; square toe design with step-down flat back weighting SHAFT TYPE & FLEX: Hex Flex (R,S) WOOD COLOR: Black with ivory insert
PRICE: Irons, $211.50; woods, $140 COMMENTS: Unavailable in ladies’ model

PRICE: Irons, $270; woods, $146

MODEL: FTD (oss)
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe perimeter weighting off-set lie SHAFT TYPE & FLEX: Dynamic (R,S) PRICE: Irons, $270; woods, $146 COMMENTS: Woods are offered in either off-set design or traditional FTD design. Because of the greater ductility of metal in the FTD model, the loft and lie are correctable by the professional. Available in ladies’ model. Right-hand only

MODEL: EXCALIBUR PLUS
CHANGES FOR 1974: None
PRICE: Irons, $225; woods, $140 COMMENTS: Woods available with graphite shaft. Available in ladies’ model. Right-hand only

MODEL: GOLF TECH CROWN
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with shaft over hosel design and heel, toe weighting. Satin finish SHAFT TYPE & FLEX: Dynamic (L,A,R,S,X) WOOD COLOR: Black with black insert
PRICE: Irons, $252; woods, $140 COMMENTS: Woods available with graphite shaft. Available in ladies’ model. Right-hand only

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continued
R) and Extra Firm (plays comparable to steel shaft S)

MODEL: EXCALIBUR
FEATURES: Forged carbon steel irons with conventional hosel design. Woods feature Cyclocote coating.
SHAFT FLEX & TYPE: Dynamic and Dyanlite (R,S)
WOOD COLOR: Black with black insert
PRICE: $170 four woods and nine irons
COMMENTS: Right-hand only. Available in ladies’ model with (L) shaft

WALTER HAGEN
MODEL: ULTRADYNE II* (men’s and ladies’)
FEATURES: Investment cast stainless steel irons with over hosel design; sweet spot expanded both vertically and horizontally. Woods Tungsten fore weighted
SHAFT TYPE & FLEX: Ultralite (R,S)
WOOD COLOR: Chestnut. Ladies’ model, navy blue
PRICE: Irons, $285; woods, $155
COMMENTS: Available in left-hand

MODEL: HAIG ULTRA
FEATURES: Chrome-plated irons with pear-shaped heel, narrow sole, rolling back design of specially weighted alloy, Lamilloy, weight concentration toward face of clubhead
SHAFT FLEX & TYPE: Ultralite (R,S)
WOOD COLOR: Black with scarlet insert
PRICE: Irons, $222; woods, $134

MODEL OPTION: GRAPHITE II* FEATURES: New graphite shafts made under exclusive contract with Wilson by Babcock & Wilcox Advance Composites Div. Shafts are option on men’s Walter Hagen Haig Ultra woods and Wilson Staff woods only
SHAFT FLEX & TYPE: Shafts have stepped-down design. Two flexes: Firm (plays comparable to steel shaft R) and Extra Firm (plays comparable to steel shaft S)
PRICE: Woods, $120 a wood

HILLERICH & BRADSBY
MODEL: POWER-BILT
FEATURES: Investment cast stainless steel irons with shaft-over hosel and heel, toe balance and contour bevel sole. Woods have brass back weighting
SHAFT TYPE & FLEX: Apex-A (R,S)
PRICE: $267.75 for nine irons

MODEL: HIGH CROWN*
FEATURES: Higher crown on these woods, profiling designed for more clubhead mass. Available in 10½ degree loft for better players
SHAFT TYPE & FLEX: Apex (R, S)
WOOD COLOR: Burgundy with red insert
PRICE: $155 for four woods

MODEL: SAVER*
FEATURES: Rounded sole design and classic contouring. Dura-Fly head on woods. Irons have forged heads uniform weight distribution from heel to toe, nickel chrome plating provides lustrous finish
SHAFT TYPE & FLEX: Pro-Fit (R)
WOOD COLOR: Golden oak
PRICE: Irons, $150 for eight; woods, $110

MODEL: CLASSIC
FEATURES: These irons have low weight distribution and longer scoring lines on club face, which give better alignment. Heads are forged steel
SHAFT TYPE & FLEX: Apex (R,S,X)
PRICE: $247.50 for nine irons
COMMENTS: Available in left-hand

MODEL: BEN HOGAN PERSONAL
FEATURES: Available in 10½ or 12 degree loft, has a speed slot for more ball velocity; woods only
SHAFT TYPE & FLEX: Apex (R,S) WOOD COLOR: Black
PRICE: $155 for four woods
COMMENTS: Six wood available

MODEL: CURVED SOLE
FEATURES: Curved sole and speed slot, low center of gravity to aid getting ball aloft; woods only
SHAFT TYPE & FLEX: Apex-A (R,S) WOOD COLOR: Black
PRICE: $155 for four woods
COMMENTS: Seven wood available; also left-hand

MODEL: LOW PROFILE
FEATURES: Speed slot, 12 degree loft, smaller head design
SHAFT TYPE & FLEX: Apex-A (R) WOOD COLOR: Black
PRICE: $155 for four woods
COMMENTS: Six wood available
<table>
<thead>
<tr>
<th>MODEL</th>
<th>FEATURES</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>LADIES' TOP LINE</td>
<td>Changes for 1974: None</td>
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<tr>
<td></td>
<td>Features: Speed slot on woods with</td>
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<tr>
<td></td>
<td>slight contoured sole, available in</td>
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<tr>
<td></td>
<td>three swing weights; woods only</td>
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<tr>
<td></td>
<td>Shaft Type &amp; Flex: Apex (L)</td>
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<tr>
<td></td>
<td>Wood Color: Midnight blue</td>
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<tr>
<td></td>
<td>Price: $155 for four woods</td>
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<tr>
<td>PRINCESS</td>
<td>Changes for 1974: None</td>
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<tr>
<td></td>
<td>Features: Blade on blade design, low weight</td>
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<tr>
<td></td>
<td>distribution. Woods with slight contoured</td>
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<td></td>
<td>sole</td>
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<td></td>
<td>Shaft Type &amp; Flex: Lightweight Pex (L)</td>
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<td></td>
<td>Wood Color: Powder blue</td>
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<td></td>
<td>Price: Four woods, $90; eight irons, $116</td>
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<tr>
<td>LADY ULTRA</td>
<td>Changes for 1974: None</td>
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<td></td>
<td>Features: Woods have Strata-Bloc heads with</td>
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<td></td>
<td>Cyclicon face inserts, protected by the Uni-</td>
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<td></td>
<td>Bond moisture treatment. Irons have Fluid-</td>
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<td></td>
<td>Feel shock reduction, pear-shaped heel,</td>
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<td></td>
<td>beveled leading edge, and contour sole with</td>
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<td></td>
<td>four-way roll</td>
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<td></td>
<td>Shaft Type &amp; Flex: Ultralite steel alloy,</td>
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<td></td>
<td>with composition grips</td>
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<tr>
<td></td>
<td>Wood Color: Chestnut with gold fleck</td>
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<tr>
<td></td>
<td>Price: Irons, $225; woods, $138</td>
<td></td>
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<tr>
<td>COUNTRY CLUB LADY*</td>
<td>Changes for 1974: None</td>
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<td></td>
<td>Features: Woods lofted to help get the ball</td>
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<td></td>
<td>in the air quickly, double cut blade on</td>
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<td>irons, with sand blasted face and balanced</td>
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<tr>
<td></td>
<td>weight distribution</td>
<td></td>
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<td></td>
<td>Shaft Type &amp; Flex: 500-steel (L)</td>
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<tr>
<td></td>
<td>Wood Color: White with blue insert</td>
<td></td>
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<tr>
<td></td>
<td>Price: Irons, $80; woods, $45 for set of three</td>
<td></td>
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<tr>
<td>VIP BY NICKLAUS*</td>
<td>Features: Redesigned heel and toe;</td>
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<tr>
<td></td>
<td>weighting on wood has inserts at heel and</td>
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<tr>
<td></td>
<td>toe. Irons have short hosel and over fit</td>
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<tr>
<td></td>
<td>shaft</td>
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<td></td>
<td>Shaft Type &amp; Flex: Micro-step shaft (S,R)</td>
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<tr>
<td></td>
<td>Wood Color: Sandalwood</td>
<td></td>
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<tr>
<td></td>
<td>Price: Irons, $250; woods, $150</td>
<td></td>
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<tr>
<td>TOURNERY</td>
<td>Changes for 1974: None</td>
<td></td>
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<tr>
<td></td>
<td>Features: Irons, hosel has been shortened</td>
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<tr>
<td></td>
<td>and over fit shaft with heel and toe</td>
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<td></td>
<td>weighting, forged heads. Drag minimized on</td>
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<tr>
<td></td>
<td>woods</td>
<td></td>
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<tr>
<td></td>
<td>Shaft Type &amp; Flex: Steel (R,S)</td>
<td></td>
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<tr>
<td></td>
<td>Wood Color: Chestnut</td>
<td></td>
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<tr>
<td></td>
<td>Price: Irons, $200; woods, $125</td>
<td></td>
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<tr>
<td>TOURNEY</td>
<td>Changes for 1974: New club with old name.</td>
<td></td>
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<tr>
<td></td>
<td>More weight toward toe of forged head irons.</td>
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<td></td>
<td>Woods have aluminum alloy face insert with</td>
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<tr>
<td></td>
<td>tee sole on fairway woods, rubber grips</td>
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<tr>
<td></td>
<td>Shaft Type &amp; Flex: Steel shaft (S,R)</td>
<td></td>
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<tr>
<td></td>
<td>Wood Color: Cherry</td>
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<tr>
<td></td>
<td>Price: Irons, $200; woods, $125</td>
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<tr>
<td>DX</td>
<td>Changes for 1974: None</td>
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<tr>
<td></td>
<td>Features: Laminated woods, irons have</td>
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<tr>
<td></td>
<td>classic look; clubhead weight is</td>
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<td></td>
<td>concentrated low to help get ball up faster</td>
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<tr>
<td></td>
<td>Shaft Type &amp; Flex: Steel shaft (R)</td>
<td></td>
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<tr>
<td></td>
<td>Wood Color: Golden oak, antique blue</td>
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<tr>
<td></td>
<td>Price: Irons, $90, woods, $60</td>
<td></td>
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<tr>
<td>STATURE</td>
<td>Features: Investment cast stainless steel</td>
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<tr>
<td></td>
<td>irons with heel, toe weighting. The irons</td>
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<tr>
<td></td>
<td>have larger sweet spot and lower center of</td>
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<td></td>
<td>gravity and smaller hosel</td>
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<td></td>
<td>Shaft Type &amp; Flex: Unitized Dynamic (R,S,X)</td>
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<tr>
<td></td>
<td>Wood Color: Mahogany, black</td>
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<td></td>
<td>Price: Irons, $271; woods, $170</td>
<td></td>
</tr>
<tr>
<td>CONFIDENCE</td>
<td>Changes for 1974: None</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Features: Investment cast stainless steel</td>
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<td></td>
<td>irons with heel, toe weighting and contour</td>
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<tr>
<td></td>
<td>sole. Offset hosel design</td>
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<td></td>
<td>Shaft Type &amp; Flex: Lightweight and Dynamic</td>
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<td></td>
<td>(R,S,X)</td>
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<td></td>
<td>Wood Color: Mahogany, black</td>
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<tr>
<td></td>
<td>Price: Irons, $271; woods, $170</td>
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<tr>
<td>CONFIDENCE</td>
<td>Changes for 1974: None</td>
<td></td>
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<tr>
<td></td>
<td>Features: Investment cast stainless steel</td>
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<tr>
<td></td>
<td>irons with heel and toe weighting</td>
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<tr>
<td></td>
<td>Offset blade and cavity back design. Woods</td>
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<tr>
<td></td>
<td>have extra wide brass weighted heel and</td>
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<tr>
<td></td>
<td>toe insert. Men's right-hand only</td>
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<tr>
<td></td>
<td>Shaft Type &amp; Flex: See Thunderbird</td>
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<td></td>
<td>Price: See Thunderbird</td>
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<tr>
<td>THUNDERBIRD</td>
<td>Changes for 1974: New see through apoxy</td>
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<td></td>
<td>insert. Investment cast heads. Heads have</td>
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<td></td>
<td>heel and toe weighting on irons. Woods</td>
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<tr>
<td></td>
<td>available in graphite shafts</td>
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<tr>
<td></td>
<td>Shaft Type &amp; Flex: Graphite shafts in all</td>
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<tr>
<td></td>
<td>flexes. Dynamic, lightweight (R,S)</td>
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<tr>
<td></td>
<td>Wood Color: Black ebony</td>
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<tr>
<td></td>
<td>Price: Dynamic irons, $292.50;</td>
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</tr>
<tr>
<td></td>
<td>woods, $130. Graphite irons, $1,080;</td>
<td></td>
</tr>
</tbody>
</table>

**MACGREGOR**

- **MODEL:** VIP BY NICKLAUS*
  - Features: Investment cast stainless steel irons with heel and toe weighting. Shaft Type & Flex: Pro Fit (L, A, R, S, X)
  - Wood Color: Dark pecan
  - Price: Irons, $292.50; woods, $140
  - Comments: Cord line grip extra fee. Available in ladies’ model

**NORTHWESTERN**

- **MODEL:** TETON
  - Features: Investment cast irons with heel and toe weighting, offset blade and cavity back design. Woods have extra wide brass weighted heel and toe insert. Men’s right-hand only
  - Shaft Type & Flex: See Thunderbird
  - Price: See Thunderbird

- **MODEL:** TETON
  - Changes for 1974: New see through apoxy insert. Investment cast heads. Heads have heel and toe weighting on irons. Woods available in graphite shafts
  - Shaft Type & Flex: Graphite shafts in all flexes. Dynamic, lightweight (R,S)
  - Wood Color: Black ebony
  - Price: Dynamic irons, $292.50; woods, $130. Graphite irons, $1,080;
CLUBS from page 41
woods, $660

MODEL: ROSASCO BROS.
CHANGES FOR 1974: None
FEATURES: Improved weight redistribution; crown area is higher and aerodynamically sloped from insert to back of head putting more weight directly behind line of flight
SHAFT TYPE & FLEX: Dynamic (R,S,X); lightweight (R,S)
WOOD COLOR: Two-toned black walnut/black
PRICE: Irons, $292.50; woods, $130

MODEL: ULTIMATE
CHANGES FOR 1974: Extra wide see-through apoxy insert, muscle back instead of heel and toe weighting, men’s right and left hand
SHAFT TYPE & FLEX: Lightweight (R), Dynamic (R)
WOOD COLOR: Two-toned black
PRICE: Irons, $180; woods, $104

MODEL: LADY THUNDERBIRD
CHANGES FOR 1974: None
FEATURES: Investment cast, 18-8 stainless steel iron heads, Thunderbird image recessed into back of iron head
SHAFT TYPE & FLEX: Lightweight (L)
WOOD COLOR: Turquoise/blue and white insert
PRICE: Dynamic, irons, $292.50; woods, $140

Circle No. 117 on reader service card

ARNOLD PALMER
MODEL: LADY PALMER*
FEATURES: Forged stainless steel irons with conventional hosel design
SHAFT TYPE & FLEX: Universal 325 shaft (L)
WOOD COLOR: Blue
PRICE: Irons, $139.50; woods, $73
COMMENTS: This model is available in open stock. All woods have bronze back weighting. Right-hand only

MODEL: ARNOLD PALMER FTD
CHANGES FOR 1974: Square toe design
FEATURES: Forged stainless steel irons, heavily sole weighted
SHAFT TYPE & FLEX: Dynamic (R,S)
PRICE: Irons, $211.50; woods, $140
COMMENTS: Special deep face driver available, “Arnie’s Own Driver,” in 12½ degree loft in (R,S) shafts
Right-hand only, no ladies’ model

Circle No. 118 on reader service card

PEDERSEN
MODEL: PEDERSEN 3*
FEATURES: Forged steel head investment cast irons. Woods and irons available in left and right hand
SHAFT TYPE & FLEX: Feather-weight steel shaft (R,S)
WOOD COLOR: Mahogany with red insert
PRICE: $184 for eight irons, woods, $130

MODEL: 100
CHANGES FOR 1974: None
FEATURES: Investment cast irons using Lost Wax process. Irons made of 17-4pf stainless steel. Weight redistributed between head and toe in engineering process
SHAFT TYPE & FLEX: Lightweight or Dynamic (A,R,S,X); graphite also available in all flexes
WOOD COLOR: Green driftwood
PRICE: Irons, $297; woods, $160.
Graphite, irons, $125 an iron; woods, $140 a wood

MODEL: 17-4
CHANGES FOR 1974: None
FEATURES: Stainless steel offset iron heads, high polish square look. Persimmon woods
SHAFT TYPE & FLEX: Dynamic or lightweight (A,R,S,X, and L on special order); Aldila woods in graphite available in woods and irons
WOOD COLOR: Pecan
PRICE: Irons, $297, woods, $160.
Graphite, irons, $125 an iron; woods, $140 a wood

MODEL: LADY PEDERSON
CHANGES FOR 1974: None
FEATURES: Forged chrome heads on irons. Shallow face driver
SHAFT TYPE & FLEX: Lightweight (L)
WOOD COLOR: Blue with blue insert
PRICE: Eight irons for $184; woods, $130

Circle No. 119 on reader service card

TONEY PENNA
MODEL: TONEY PENNA
CHANGES FOR 1974: New head colors available as shown below
FEATURES: Stainless steel irons with lost wax precision casting, graphite shafts in irons and woods available
SHAFT TYPE & FLEX: All shafts and flexes available
WOOD COLOR: Mahogany mist, cloud, black or golden mist

Circle No. 120 on reader service card

PGA-VICTOR
MODEL: VARDON CUP*
FEATURES: Irons have forged steel heads with heel and toe weighting. Woods have scarlet inserts (oversized). Grips are rubber and cord
SHAFT TYPE & FLEX: Graphite available on any flex; steel shafts come in (R,S)
WOOD COLOR: Persimmon black and honey colored
PRICES: Steel irons, $225; woods, $126; graphite shafted woods, $125 a wood
COMMENTS: Graphite not yet available on irons

MODEL: LADY RYDER CUP II*
FEATURES: See Ryder Cup II
SHAFT TYPE & FLEX: steel (L,R)
WOOD COLOR: Peacock blue
PRICE: See Ryder Cup II

MODEL: RYDER CUP II
CHANGES FOR 1974: None
FEATURES: Stainless steel (4-31) cast irons made by Lost Wax process; cavity back, special heel and toe balance, short hosel with slip over shaft. Woods feature dual metallic sole plates of aluminum and brass
SHAFT TYPE & FLEX: Uni-tip (R,S)
WOOD COLOR: Black with gold highlights
PRICE: Irons, $292.50; woods, $140
COMMENTS: Available in left-hand

MODEL: PAR EXCELLENCE
CHANGES FOR 1974: Same as last year’s
FEATURES: Club features extra loft and length with a flatter lie to aid in hand action
SHAFT TYPE & FLEX: Par Ex (R)
WOOD COLOR: Black
PRICE: Irons, $207; woods, $126
COMMENTS: Wood sets come in 1-3-5-7 combination; however, 4- and 6-wood available also

MODEL: EMBLEM
CHANGES FOR 1974: None
FEATURES: Irons have V-back design, woods are laminated; medium price range
SHAFT TYPE & FLEX: Pro-Fit (R)
WOOD COLOR: Black/red insert
PRICE: Irons, $112; woods, $72

MODEL: CLASSIC
CHANGES FOR 1974: None

continued
CLUBS continued
FEATURES: Laminated woods, lower price range
SHAFT TYPE & FLEX: Steel (R)
WOOD COLOR: Black/black, red
PRICE: Irons, $78.75; woods, $54

MODEL: LADY PAR X
CHANGES FOR 1974: None
FEATURES: Lightweight, small diameter shaft without sacrificing club-head size. Added loft and length with flatter lie
SHAFT TYPE & FLEX: Steel (R)
WOOD COLOR: Royal purple
PRICE: Irons, $78.75; woods, $54

MODEL: CONTESSA
CHANGES FOR 1974: None
FEATURES: Laminated woods, black, blue and gold fill grips
SHAFT TYPE & FLEX: Pro-Fit (L)
WOOD COLOR: Black with scarlet (L,A,R,S,X)
PRICE: Irons, $112.50; woods, $72

MODEL: LADY CLASSIC
CHANGES FOR 1974: None
FEATURES: Laminated woods, black, blue and gold fill grips
SHAFT TYPE & FLEX: Steel (L)
WOOD COLOR: Ebony/red, black
PRICE: Irons, $78.75; woods, $54

MODEL: PRO-DYN -2*
FEATURES: Investment cast stainless steel irons with over hosel design, and positive axis clubhead weighting. Flowing contoured iron design.
SHAFT TYPE & FLEX: Dynamic (L,A,R,S,X)
WOOD COLOR: Walnut
PRICE: Irons, $292.50; woods, $170
COMMENTS: Rubber grips available

MODEL: PRO-DYN -1
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with over hosel design and positive axis weighting. Offset design
SHAFT TYPE & FLEX: Dynamic (L,A,R,S,X)
WOOD COLOR: Black with scarlet insert
PRICE: Irons, $292.50; woods, $170
COMMENTS: Intermediate shaft flexes available

PRO-DYN
MODEL: PRO-DYN OVER-THE-HOSEL*
FEATURES: New over-the-hosel investment cast stainless steel irons; new design for back of clubhead
WOOD COLOR: Walnut
PRICE: Irons, $189; woods, $120
COMMENTS: Seven wood also offered

R & M GOLF
MODEL: PINSEEKER OVER-THE-HOSEL
FEATURES: New over-the-hosel investment cast stainless steel irons; new design for back of clubhead
WOOD COLOR: Walnut
PRICE: Irons, $279; woods, $180

MODEL: ROYAL DAISY*
FEATURES: Irons are investment cast, over the hosel stainless steel with the word Daisy cut into back of head. Woods have fluted shaft and special insert. Ladies pro mold grip
SHAFT TYPE & FLEX: Light steel
WOOD COLOR: Moss oak finish with black insert
PRICE: Irons, $267; woods, $140
COMMENTS: All shafts are interchangeable

MODEL: ROYAL PLUS
CHANGES FOR 1974: None
FEATURES: Investment cast mal-leable stainless steel irons with fluted carbon steel shaft. Woods have fluted shaft, special insert
SHAFT TYPE & FLEX: Lightweight
SHAKESPEARE/PLYMOUTH
MODEL: MACH II*
FEATURES: Golf Pride Crown grips; irons have graphite shafts, chrome steel heads and black shafts in Sigma and Sigma II. Clubs completely balanced with improved, heavier head design for both woods and irons. Woods offered in Sigma, Sigma II and Sigma III with Sigma III having smaller grip diameter than Sigma or Sigma II. Incorporating the new design capabilities of graphite fibers, the clubs perform with maximum efficiency, using variables such as flex pattern, low torque and low shaft weight.
SHAFT TYPE & FLEX: Graphite shaft with all flex needs accommodated.
WOOD COLOR: Black
PRICE: Irons, $70 an iron; woods, $85 a wood

MODEL: XLD*
FEATURES: Golf Pride Eagle grips, new graphite composite shaft. All clubs balanced, have heavier heads. Chrome steel heads.
SHAFT TYPE & FLEX: Graphite composite shafts offered. Rather than flex stiffness, Shakespeare tests showed shaft length and clubhead weight should be the primary consumer variable considerations for its graphite clubs.
WOOD COLOR: Mahogany/black
PRICE: Irons, $32 an iron; woods, $42 a wood

MODEL: LADIES XLDEBS
CHANGES FOR 1974: New graphite composite shaft; balanced with heavier heads for woods and irons; chrome steel heads. Sigma and Sigma III in this model are both 2.98 ounces, with Sigma III having a smaller diameter grip section, thus moving flex point closer to grip. Sigma II is 3.3 ounces. Alpha graphite composite shaft has been designed to deliver most advantages of graphite at lower cost.
SHAFT TYPE & FLEX: Graphite, composite; shafts accommodate all flexes. Appropriate for ladies.
WOOD COLOR: Blue/black head
PRICE: Irons with graphite shaft, $70 an iron; irons with graphite composite shaft, $32 an iron; woods with graphite shaft, $85 a wood; woods with graphite composite shaft, $42 a wood

SHUR-SPORTS
MODEL: DYNA-V* (Men’s. Ladies’)
FEATURES: Aerodynamic principles utilized in design of woods with unique “V” grooves on top of clubhead. “Resonics” principle employed in design of the investment cast irons give a drum head effect.
SHAFT TYPE & FLEX: Lightweight steel (R,S,X,L)
WOOD COLOR: Men’s. black; ladies’. blue, autumn orange
PRICE: Men’s. ladies’ irons. S355; woods, $170

KENNETH SMITH
MODEL: KENNETH SMITH
CHANGES FOR 1974: Offering graphite shafts in woods only.
FEATURES: Custom-made clubs for men, left-hand and ladies’ feature stainless steel iron heads.
SHAFT TYPE & FLEX: Lightweight or aluminum (all flexes)
WOOD COLOR: All colors
PRICE: Irons, $315; woods, $208

SPALDING
MODEL: PRO FLITE*
FEATURES: Laminated wood head, lightweight shafts, heel and toe weighted irons with forged heads.
SHAFT TYPE & FLEX: Steel shafts (L, Med.)
WOOD COLOR: Black/red face insert
PRICE: Combination sale only is $150 for three woods and eight irons

MODEL: TOURING PRO*
FEATURES: Irons have low center of gravity to get more loft, forged steel heads.
SHAFT TYPE & FLEX: Carbon steel shaft (L,R)
WOOD COLOR: Black/dark blue
PRICE: Combination sale only, two woods and four irons and one putter, $55; three woods and eight irons, $77

MODEL: TOP FLITE
CHANGES FOR 1974: Woods and irons feature dynertial weighting system giving three-dimensional effect. Weight in heel, toe and sole of club for lower center of gravity. Irons have stainless steel heads, chrome exterior and hollow back.
SHAFT TYPE & FLEX: Dynamic and lightweight (R,S)
WOOD COLOR: Black/full face maroon insert
PRICE: Irons, $206; woods, $140

MODEL: ELITE
CHANGES FOR 1974: Investment cast irons; sole weighted woods.
SHAFT TYPE & FLEX: Dynamic steel and lightweight shafts (R,S)
WOOD COLOR: Antique black walnut
PRICE: Irons, $262; woods, $189

MODEL: EXECUTIVE
CHANGES FOR 1974: None.
FEATURES: Weight redistribution in woods and irons.
SHAFT TYPE & FLEX: Lightweight (L,R)
WOOD COLOR: Charcoal gray/black insert
PRICE: Irons, $194; woods, $135

MODEL: LADIES TOP FLITE
CHANGES FOR 1974: None.
FEATURES: Weight redistributed between toe and hosel, rounded top line.
SHAFT TYPE & FLEX: Lightweight (L)
WOOD COLOR: Cranberry Royale
PRICE: See Top Flite

MODEL: SANDRA HAYNIE
CHANGES FOR 1974: See Pro Flite.
SHAFT TYPE & FLEX: Steel (L)
WOOD COLOR: Apple wood green, avocado face insert
PRICE: See Pro Flite combination

MODEL: US GOLF
CHANGES FOR 1974: Smaller, shallower face for fairway woods. This Model has larger blade and is less offset.
SHAFT TYPE & FLEX: Dynamic (all flexes)
WOOD COLOR: Black
PRICE: Irons, $270; woods, $160

WILSON
MODEL: WILSON LADY 1200*
FEATURES: Investment cast iron with perimeter weighting for a widened horizontal and vertical sweet spot. Woods are fore-weighted, like men’s 1200.
SHAFT TYPE & FLEX: Ultralite steel (L)
WOOD COLOR: Black with silver fleck
PRICE: Irons, $254; woods, $155

MODEL: 1200
CHANGES FOR 1974: Investment cast heads
FEATURES: Chrome-plated irons with a Tungsten steel weight inserted at toe of club. Woods and irons feature fore- and perimeter-weighting to reduce the tendency of the club face to open, close or slide through the ball
SHAFT TYPE & FLEX: Counter-torque (R,S)
WOOD COLOR: Ebony insert on natural wood grain face
PRICE: Irons, $285, woods, $155

MODEL: X-31
CHANGES FOR 1974: None
FEATURES: Stainless steel irons with a contour and radius sole and beveled leading edge
SHAFT TYPE & FLEX: Ultralite (R,S), A and X on special order
WOOD COLOR: Ebony with black Epaloc insert in face
PRICE: Irons, $236; woods $151

MODEL: WILSON STAFF
CHANGES FOR 1974: None
FEATURES: Irons have adjustable Tungsten steel weight insert, Dynapower fluid feel
SHAFT TYPE & FLEX: Ultralite (R,S), A and X on special order
WOOD COLOR: Ebony/Wilson Staff design in insert
PRICE: Irons, $234; woods, $138

MODEL: BOROS PROFESSIONAL
CHANGES FOR 1974: None
FEATURES: Chrome-plated irons feature weight redistribution. Woods feature Strata-Bloc heads
SHAFT TYPE & FLEX: Steel (R)
WOOD COLOR: Light walnut/burgundy insert
PRICE: Irons, $80 for set of eight; woods, $60

MODEL: LADIES STAFF
CHANGES FOR 1974: Variable swing added to last year’s data. Patty Berg signature clubs with rounded sole, fluid feel hosel. Driver features special loft and lie
SHAFT TYPE & FLEX: Ultralite (L)
WOOD COLOR: Black with gold Epaloc insert
PRICE: Irons, $235; woods, $138