can do to make it up,” one pro in the Massachusetts rain belt declares. “Lessons have been picking up lately, but they will not offset the early season slump.” The lesson losses have also changed the attitude of a few head professionals who turned over many of their pupils to assistants in past years. “There is no way I can refuse anyone now,” one pro reveals. “My assistant gets a guaranteed salary, plus a commission for lessons. But I can’t see him getting any of my spillover lessons this season. I’m going to try and make back at the lesson tee what I lost on car rentals and club sales.”

This, then, is how the pro shop picture was being painted in the Northeast in the waning days of a soggy July. And just to compound the problem, a humid heat wave had engulfed the entire East on the heels of the wet weather. “This does it,” an already incensed pro growled as he looked out at his deserted course on a sultry afternoon. “I don’t know who is in charge of the weather anymore. We used to get an even break in the summer, but somebody up there doesn’t like us.”

Pro shops in 1972... at least in the Northeast, were nowhere to go to find smiling faces. In most cases the weather had driven the antagonized golf professional to drink, and it wasn’t exactly the happy hour, either.

**CLARKE, CARDI IN PGA PREXY RACE; ORLICK BOWS OUT**

_Warren Orlick_, president of the Professional Golfers’ Assn. of America since 1970, has announced to sectional and national PGA officials that he will not run for re-election in 1973.

A contest for the office is now shaping up between _Bill Clarke_, professional at the Hillendale CC, Phoenix, Md., and former treasurer and present secretary of the PGA, and _Frank Cardi_, professional at Rockaway Hunt Club, Cedarhurst, N.Y., and a national vice president of the PGA.

At press time, the PGA had received only these two nominations for the office. Sections do have until September 16 to submit bids to the PGA. Elections will be held November 14 in Los Angeles at the PGA annual convention.
Our editors daily scout the sportswear market, working with the top specialists in the golf apparel field: Promotion, publicity and advertising directors, as well as showroom managers, salesmen, and in some special cases, designers themselves, help us keep abreast of the everchanging golfwear market. It's not only a matter of what's happening now, fashion-wise, but what to expect in seasons to come in which their assistance becomes

ON TOP OF THE GOLFWEAR MARKET

infinitely valuable to our continuing search. Many of the 7th Avenue executives GOLFDOM is in touch with are women (despite the stereotype conception of "men only" in the golf industry). They hold top-ranking positions within the market, and affect the sales and ultimately the gross annual income of their respective companies. Because they directly influence our reportage of the golf apparel industry and thereby indirectly influence the golf professional's buying, we've decided to give our readers the following behind-the-scenes glimpse of these powerful, decision-making women. BY JEAN CONLON
A 9 a.m. to 5 p.m., Monday through Friday job is as foreign to Michele Abruzzo, director of advertising and publicity, David Crystal, Inc., as some of the exotic countries she travels to on business over halfway around the world. Michele's work day may start anywhere; deep in the safari countries of South Africa, on the golden beaches of Mexico or "at-home" in California, Florida or New York; her hours, anytime, from 5 a.m. for a photography session before the sun rises until well into the night, when she often comments at after-dinner fashion shows.

Ms. Abruzzo handles all national advertising, promotion and publicity for David Crystal's nine divisions, including the famous Izod and Haymaker Pro divisions. She produces fashion shows, such as the golf professional show in Florida held every January in conjunction with the annual Izod Jr./Sr. tournament. She handles the booking of models and photographers with various assistants and personally does all her own styling on photography trips and sittings, photographing Crystal merchandise used in national ads and store booklets.

Through her offices, located at 498 7th Avenue, Ms. Abruzzo and a staff of six assistants, service over 10,000 buyers at approximately 5,000 stores in addition to 5,000 golf pros and 2,000 tennis pros throughout the country.

Michele didn't just "happen" to come by her powerful job, she worked (and worked hard) to get there. With B.S. degree in clothing and merchandising from College Misericordia in Dallas, Pa., she went on to pursue her studies in fashion at the Graduate School of Retailing at New York University. From her first job out of school as assistant buyer in a New York City buying office, Michele moved on to Harper's Bazaar where she was first a secretary/assistant to the assistant director of merchandising and promotion and then became a merchandising and promotion editor at the young age of 23. In 1968 Michele moved to David Crystal in her present position.

Since Michele has joined the Crystal staff, the company has grown considerably, adding three new divisions. Founded in 1905, David Crystal, Inc., became a subsidiary of General Mills in 1969, showing gross sales in the range of $80 million over the past year.

So when asked, "Where do you see your future?" Michele's answer: "Oh with David Crystal, of course, since it's the best!" comes as no surprise. Specifically, Michele's plans are "to stay with Crystal and continue to grow professionally along with it..."

Karen Agura, design consultant for the DiFini's women's wear line, believes "fashion is really a craft; sportswear designers need to combine practicality with original ideas to come up with a hot selling, profit-making line."

Ms. Agura certainly knows what she is talking about. Her fashion styles are enthusiastically received year after year by the golf professionals in over 5,000 pro shops throughout the country. In the six years that Karen's been designing for DiFini, she has been responsible for expanding the golf wear line to include après golf apparel. She creates two major lines a year (the bigger for the summer season) out of her studio at home, then comes into the DiFini factory to supervise and oversee the details in initial production.

Karen knew from the start of her fashion career that designing was her thing: "I had two years of apprenticeship before I entered the fashion school for Designing in Munich." Asked if she felt that preschool indoctrination was necessary, she claims, "practical experience in fashion is as necessary and equally valuable as formal educational training."

Mother of a 16-year-old son, Edward, and a 10-year-old daughter, Vivian, Ms. Agura, whose husband is an architect, did free-lance work for 11 years while her children were growing up. Before that, she spent five years designing for Jantzen.

Karen likes working with the DiFinis and designing with the professional in mind. She's already talking next summer's fashion direction when she predicts: "There'll no longer be a complete doubleknit line, as we've done in the past. Golf wear is going back to the 'naturals.' It's refreshing to return to the coolness of cotton and the beauty of homespun."

Not everybody who ends up in fashion starts out there, as proved by Ayse Manyas, fashion publicity director for Jantzen.

Actually, Ayse initially wanted to be a child psychologist. So, upon graduating from Connecticut College with a B.S. in psychology, she took a job with three psychologists. It wasn't until she worked there for quite a while that Ayse realized psychology wasn't her field. Next, she tried publishing. She started at Vogue, then spent several years at Mademoiselle, before going over to Jantzen.

At Jantzen, Ayse was the first woman to take the company's sales training course. Her company teachers would often begin a class with, "Gentlemen and Ayse..." not knowing how to tactfully welcome her aboard. Now, she's very much a part of the staff, she feels, since one friendly salesman told her, "Oh, Ayse, you're just one of the guys!"

And to prove it is so, the male executives nicknamed her "Ace." (Editors note: the winning connotation being most appropriate.)

Kidding aside, Ms. Manyas' job is a very responsible one. She handles the publicity for all the Jantzen lines, including the Jantzen Open, exclusively sold to pro shops. This year Jantzen's pro program has undergone some drastic changes from previous years' approach, with the use of both jobbers and a direct continued
ON TOP OF THE GOLFWEAR MARKET

sales force under Jantzen's Bob MacKenzie. Both Bob and Ayse predict that the missy golfwear line will be radically new and very exciting, with the men's golfwear having many of the same strong fashion features of last year's tremendous selling successes.

Ms. Manyas travels a great deal for both business and pleasure. She's lived all over the world, so the fact that she must be as much on the road as in the office for her job as fashion publicist does not bother her in the least. Last year, for example, Ayse went back and forth from Jantzen's New York City showrooms to the Portland home offices more than a dozen times. That, plus doing 30 to 40 fashion shows a year throughout the country, takes up much of Ayse's time.

Every year Ayse attends the Jantzen sales convention, during which time there is a one day golf tournament. Apparently the Jantzen sales force loves golf, so much so that the giving of the golf trophies takes up more time than the presentation of sales awards. Or, more specifically, as Ayse puts it, "At Jantzen, golf's everybody's favorite child!"

"My work does not appear on the hard core sport pages, but on the women's and fashion pages of newspapers and magazines all over the country," says Joan Parker, president of Joan Parker Publicity, a public relations agency handling sport oriented accounts.

"For example," explains Joan, "the Bonne Bell line is now sold through golf pro shops, so my agency sees that the Bonne Bell cosmetics are used and credited on Golf Magazine's fashion pages."

Taking sport accounts and giving them exposure through fashion and women's interest press stories seems to work, and work well, for the Parker agency. In her own business now for 10 years, Ms. Parker uses "the human interest approach as opposed to the hard sell sport angle. When we got the Toney Penna account, for example, we saw to it that the clubs appeared in a physical fitness newspaper story. We worked with three syndications so that the story was picked up by many newspapers all over the country and read by sports fans."

The Joan Parker Publicity Agency is a three woman office. They handle 10 accounts, eight of them sport accounts. Joan and her account executives came to the pr business with plenty of fashion and beauty industry experience behind them.

Joan had worked in the publicity department of Elizabeth Arden straight from college with post graduate work at Tobe Coburn, a fashion school based in New York City. She subsequently did pr at an New York City advertising agency before starting her own business.

Today Joan travels all over the country, Colorado, Cleveland and Florida predominantly, to attend meetings and give presentations to her clients. She does photography for each account, with attached stories, which are ultimately used for press releases. These in turn are sent out to three syndicates and a mailing list of 300 fashion editors, woman page editors and gift editors. As Joan explains it, "Some of the stories are picked up verbatim, other newspapers use a bit of their own imagination and create a story around our press releases and photos." Does Joan find any time for herself among all the pressures of running her own business? "Oh, yes," admits Ms. Parker, "I believe in working hard when deadlines have to be met and I've been known to work from 8 a.m. to 7 p.m. six days a week, if need be. But when it comes to vacations, I see it that the entire office gets blocks of time off in compensation for all their long hours and hard work."

With her one very efficient assistant, Diane Kirpich, Jan Wilson runs the New York showrooms for Lilly Pulitzer Mens Stuff. "That means working on 600 accounts with the bulk of them pro shops, some 90 or so being retail stores," claims energetic Jan.

It takes not only energy to handle so many clients, plus closely oversee a popular men's sportswear line, but a good strong background in fashion per se. Jan has both, for she came from Kent State University and Cornell Graduate School where she majored in textiles. She uses her technical education to buy the piece goods for Lilly Pulitzer Mens Stuff, to find contractors and to coordinate the necessary manufacturing. And once the line is in full production, Jan must see to it that the stock levels are maintained to fill escalating pro shop orders.

Ms. Wilson, like many of her counterparts in the fashion industry, travels a great deal to promote and sell Lilly Pulitzer. She attends meetings in Palm Beach where design decisions are made, then personally calls on pro shops along with a supplementary sales staff throughout the country with the line. Jan estimates that this way 20 per cent of her working year is devoted to travel.

When Jan started working on the Lilly Pulitzer line exclusively over a year and a half ago, some items needed to be restyled to provide the golf professionals with the kind of merchandise they needed for their shops. Production, patterns and styling had to be rethought and a whole new merchandising approach worked out. Jan was called in to do just that as manager of the New York showrooms and has done the job with much apparent success.

Does the prospect of being responsible for such a prestigious sportswear line, breaking into the pro shop seem overwhelming? Jan thinks not, "since I really have something to work with now that the initial redesigns have been initiated, sales rocketed and production is up to date." As Jan puts it, "At Lilly Pulitzer Mens Stuff, we're now anxiously ready, set to go..."
NOTE: The following is a listing of the major golf equipment manufacturers and their lines of pro-only golf clubs for 1973. An asterisk by the name of the model indicates that it is new for 1973. Shaft flexes are in parentheses and have been abbreviated to: A-flex (A), shaft; regular flex (R); stiff flex (S); extra stiff flex (X) and ladies' flex (L). Manufacturers may have different markings than above, but they have been converted by GOLFDOM for uniformity. The prices listed are suggested retail prices only. In a few instances, only 1972 prices were available from manufacturers because some 1973 prices had not been finalized at press time. Therefore, the prices are offered only as guidelines for professionals. All prices are for nine irons and four woods unless otherwise indicated. The former Fernquest and Johnson is listed under Double Eagle; Arnold Palmer, under First Flight.

ACUSHNET

MODEL: TITLEIST
CHANGES FOR 1973: None
FEATURES: Investment cast stainless steel irons with tungsten alloy weights inserted in heel and toe for weight redistribution.
WOOD COLOR: Cherry mahogany. Black available.
PRICE: Irons $225; woods, $125

MODEL: FINALIST
CHANGES FOR 1973: None
FEATURES: Irons contoured for perfect lineup and control. Combination price package for pro shops, $159.50, retail.
SHAFT TYPE & FLEX: Pro-Fit shaft (Med.)
WOOD COLOR: Walnut/black insert
PRICE: Set of 1-3-4 (or 5-wood) and 3-9, pw—$159.50
MODEL: TITLETTE (ladies')
CHANGES FOR 1973: Slight change in grip composition
FEATURES: Square toe irons, laminated woods
SHAFT TYPE & FLEX: Pro-Fit (ladies)
WOOD COLOR: Blue/black insert
PRICE: Set of 1-3-5-wood, 3-9, pw—$159.50

BUTCHART NICHOLIS

MODEL: SCX* (also in ladies' model)
FEATURES: Irons have investment cast stainless steel heads with heel and toe weight redistribution. Persimmon woods feature a special brass weight in face.
SHAFT TYPE & FLEX: Jet Step lightweight and dynamic (all flexes)
WOOD COLOR: Black/white insert
PRICE: Irons, $225; woods, $140
COMMENTS: These clubs are not swing weighted, but feature B-N's stroke control design ratio balance and controlled total weight; right-hand only.
MODEL: X-I
CHANGES FOR 1973: Redesigned iron head, laminated woods, moderate price range
SHAFT TYPE & FLEX: Jet Step lightweight (all flexes)
WOOD COLOR: Black/white & red insert
PRICE: Irons, $162; woods, $108
COMMENTS: Custom specifications available at no extra cost, see comments for SCX
MODEL: PROFESSIONAL (men's and ladies')
CHANGES FOR 1973: None
FEATURES: Matched set for pro shops, all top grade components; woods go up to the nine-wood.
SHAFT TYPE & FLEX: Jet Step lightweight (R, S), (L) on ladies' WOOD COLOR: Brown/black insert (men's); blue/black insert (ladies')
PRICE: Set of eight irons, three woods—$165
COMMENTS: Right-hand only

DOUBBLE EAGLE

MODEL: SSV*
FEATURES: Lost Wax investment cast stainless steel irons with a special alloy insert for a balanced square toe design. Maple woods have special adjustment screw for four different swing weights.
SHAFT TYPE & FLEX: Dyna-Pro Steel (R, S)
WOOD COLOR: Smoke black/ivory insert
PRICE: Irons, $216; woods, $132
COMMENTS: Right-hand only
MODEL: XSP
CHANGES FOR 1973: Irons have semi-square toe, nickel chrome finish, flared back. Woods have backweight for better balance control.
SHAFT TYPE & FLEX: Dyna-Pro lightweight steel (R, S)
WOOD COLOR: Mahogany/scarlet insert
PRICE: Irons, $162; woods, $100
COMMENTS: Available left-hand
MODEL: SAN FRANCISCO* features. Modestly priced, irons have broad sole and sweep flare design, laminated woods
SHAFT TYPE & FLEX: Pro-Lite lightweight steel (R)
WOOD COLOR: Mahogany/ivory insert
PRICE: Irons, $126; woods, $84
MODEL: MARILYN MILLER* (ladies')
FEATURES: Irons have wedge sole design with weight concentrated behind the hitting area, sand blasted face
SHAFT TYPE & FLEX: Pro-lite steel (L)
WOOD COLOR: Antique blue/ivory finish
PRICE: Irons, $112 (set of eight); woods, $84

DUNLOP

MODEL: MAXPOWER
CHANGES FOR 1973: Stainless steel iron head with an increased loft of one degree; new shaft, which eliminates torque and recovers faster in the kick zone, concentrated "step-down" SHAFT TYPE & FLEX: Maxpower (R, S, X)
WOOD COLOR: Black cherry or brown
PRICE: Irons, $243; woods, $138
COMMENTS: Right-hand only
MODEL: MAXFII
CHANGES FOR 1973: Slight cosmetic changes
FEATURES: Woods feature four-way roll, full sole plate, medium depth. Irons are slightly offset, clean scotch blade.
SHAFT TYPE & FLEX: Maxlite steel or dynamic (R, S)
WOOD COLOR: Black/ivory insert
PRICE: Irons, $195.75; woods, $120
COMMENTS: Right-hand only
MODEL: BOB CHARLES
CHANGES FOR 1973: Slight cosmetic changes
FEATURES: Designed for left-handers, high-grade alloy carbon steel forging, triple chrome finish

continued on page 38
See and feel the difference for yourself.

Of all the new heel & toe weighted irons, only Ryder Cup II by PGA gives you these 6 major advantages:

1. A revolutionary new hosel.
The hosel, of course, is the "neck" of the clubhead, the part that connects with the shaft. PGA's revolutionary hosel weighs significantly less than a conventional hosel. What happens to the weight we save?

We put it where it'll do you the most good—in the hitting area.

2. A cavity back.
Note the stylish cavity in the back of our clubhead. It does more than just provide a distinctive appearance. It saves weight. Allows us to add another 15% more weight to the heel & toe area. Only Ryder Cup II irons give you the advantages of both a unique weight-saving hosel and the cavity back.

3. Better positioning of the "sweet spot".
Because of innovations 1 & 2, we're able to put more weight in the heel & toe area than anybody else. This in turn allows us to enlarge the effective hitting area by improving the position of the neutral axis, or sweet spot. Tests show that this new positioning will help you to hit the ball farther, with more accuracy than ever before.

It also means that your swing can be a little off (it happens to the best of us) and you can still wind up on or near the green. That's progress.
4. Investment casting.
Innovations 1, 2 & 3 are made possible by PGA's new investment casting process—a completely new standard of precision. Instead of conventional forgings, we use the new "lost wax" process in the making of our clubheads.

Another benefit of this precision: unprecedented accuracy of loft, lie and weight.

5. Uni-Tip shaft.
The closest thing yet to providing the same flex action in each iron of a set. Makes it easier to "groove" your swing.

Ryder Cup II clubheads are made with new 4-31 stainless steel, probably the finest and most versatile stainless ever put into a golf club. It assures you of a luxurious finish that'll last for years.

Put Ryder Cup II to your own personal test. Our special cut-away clubhead is available for you to examine at many professional golf shops.

Incidentally, you may find that Ryder Cup II will cost you a bit more. But then, doesn't the best of anything usually cost more?

Sold only at professional golf shops. Ryder Cup II woods, plus left-handed models of woods and irons, available this fall. Only PGA golf equipment is endorsed by the Professional Golfers' Association.

For more information circle number 145 on card
GOLF CLUBS (continued)
SHAFT TYPE & FLEX: Maxpower (R,S,X)
WOOD COLOR: Brown stain/black insert
PRICE: Irons, $180; woods, $108
COMMENTS: Left-hand only
MODEL: GUNDY* (ladies')
FEATURES: Named for JoAnne Carner. Irons are precision weighted and balanced
SHAFT TYPE & FLEX: Maxisteel (L)
WOOD COLOR: Blue/ivory insert
PRICE: Irons, $128 (set of eight); woods, $89
MODEL: SUSIE MAXWELL
CHANGES FOR 1973: None
FEATURES: Laminated watermelon-colored wood, weight-balanced irons
SHAFT TYPE & FLEX: Maxisteel (L)
WOOD COLOR: Watermelon/ivory insert
PRICE: Irons, $128 (set of eight); woods, $89

FAULTLESS
MODEL: OMEGA* FEATURES: Investment cast stainless steel heads with weight redistributed between heel and toe. The professional may order the set in three different driver heads: jumbo, regular or shallow face.
WOOD COLOR: Jet black/red insert, maple or jet black/gold speckled insert
PRICE: Irons, $252; woods, $128
COMMENTS: Offered in left-hand. Custom orders require only four week in and out period
MODEL: F-V
CHANGES FOR 1973: Face screws in woods
FEATURES: Forged iron heads with satin chrome finish, barrel neck hosel
WOOD COLOR: Walnut/black insert
PRICE: Irons, $207; woods, $128
MODEL: LADY FAULTLESS
CHANGES FOR 1973: None
FEATURES: Forged steel heads
SHAFT TYPE & FLEX: United dynamic (L)
WOOD COLOR: Midnight blue with gold fleck/red cyclacol insert
PRICE: Irons, $160; woods, $112

FIRST FLIGHT
MODEL: FTD (forged steel)
CHANGES FOR 1973: None
FEATURES: Forged iron head with-out a hosel; weight taken out of the hosel and redistributed into the head
SHAFT TYPE & FLEX: Hex-flex (A, R, S, X). X on special order
WOOD COLOR: Black
PRICE: Irons, $210.15; woods, $128
COMMENTS: Available left-hand
MODEL: STFT (stainless steel)
FEATURES: Irons feature stainless steel heads cast by Lost Wax process. Woods and irons are slightly offset, no hosel
SHAFT TYPE & FLEX: Dynamic or light weight (A, R, S, X)
WOOD COLOR: Black
PRICE: Irons, $240.75; woods, $144
COMMENTS: Right-hand only
MODEL: GOLDEN EAGLE, LADIES' GOLDEN EAGLE
CHANGES FOR 1973: Price has been lowered on these forged iron clubs
SHAFT TYPE & FLEX: Lightweight and Hex-flex (R, S)
WOOD COLOR: Walnut (men's); black (ladies')
PRICE: Irons, $155.25; woods, $100
MODEL: FX-101
CHANGES FOR 1973: None
FEATURES: Offered in left-hand only, clubs comparable to Golden Eagle
SHAFT TYPE & FLEX: Hex-flex (R, S)
WOOD COLOR: Black
PRICE: Irons, $155.25; woods, $100
MODEL: ARNOLD PALMER TRU-WIGHT
CHANGES FOR 1973: None
FEATURES: Forged steel iron
SHAFT TYPE & FLEX: Lightweight (R, S)

WOOD COLOR: Black
PRICE: Irons, $155.25; woods, $100
MODEL: LADY PALMER
CHANGES FOR 1973: None
FEATURES: Medium-priced match-ed ladies' clubs
SHAFT TYPE AND FLEX: Steel (L)
WOOD COLOR: Green
PRICE: Irons, $100 (set of eight); woods, $73.40

GOLF LYNX
MODEL: LYNX
CHANGES FOR 1973: None
FEATURES: Irons have 431 stainless-steel allowing easier adjustment of loft and lie. Irons have long blade, large sole and are five degrees offset. Woods feature weight redistribution between hosel and toe
SHAFT TYPE & FLEX: Dynalite, dynamic and Pro Fit (A, R, S, X)
WOOD COLOR: Walnut or black
PRICE: Irons, $265.50; woods, black, $140; walnut $170
MODEL: LADY LYNX
CHANGES FOR 1973: None
FEATURES: See Lynx
SHAFT TYPE & FLEX: Dynalite (L or A)
WOOD COLOR: Walnut
PRICE: Irons, $236; woods $127.50

GOLF TECH
MODEL: EXCALIBUR PLUS *
FEATURES: Investment cast stainless steel head. Hosel fits inside of shaft to control swing weight
SHAFT TYPE & FLEX: Unitedized (A, R, S, X)
WOOD COLOR: Deep cherry
PRICE: Irons, $202.50; woods, $100
MODEL: EXCALIBUR
CHANGES FOR 1973: Carbon steel forging, woods feature cyclacol coating for moisture-proof finish. Combination package for pro shops
SHAFT TYPE & FLEX: Dynalite or dynamic (A, R, S, X)
WOOD COLOR: Ebony black
PRICE: Three woods, eight irons, $149.95
MODEL: MACH II* FEATURES: Laminated woods, triple chrome-plated irons. Starter for pro shops only
SHAFT TYPE & FLEX: Dynamic (R)
COLOR: Natural
PRICE: Two woods, five irons, $49.95. Available in men's, men's left-hand, ladies' and juniors as starter set

WALTER HACEN
MODEL: ULTRADYNE
CHANGES FOR 1973: None
FEATURES: Stainless steel irons, wide contour sole, low center of gravity; Strata-Bloc woods
SHAFT TYPE & FLEX: Ultralite (R, S, A and X on special order
WOOD COLOR: Chestnut/black insert
PRICE: Irons, $242; woods, $155
MODEL: HAIRO ULTRA
CHANGES FOR 1973: Chrome-plated irons feature pear-shaped heel, narrow sole, rolling back design of specially weighted alloy, Lamilloy, weight concentration towards the face of the clubhead
SHAFT TYPE & FLEX: Ultralite (R, S, A and X available on special order
WOOD COLOR: Black/scarlet insert
PRICE: Irons, $222; woods, $134
MODEL: LADY ULTRA
CHANGES FOR 1973: See Haig Ultra
SHAFT TYPE & FLEX: Ultralite (L)
WOOD COLOR: Blue
PRICE: Irons, $222; woods, $134

HILLERICH & BRADSBY
MODEL: POWER-BILT CITATION (model 517 woods, model 7292 irons)
CHANGES FOR 1973: None
FEATURES: Woods have brass backing. Medium or deep faced driver. Irons have a power-weighted flange back, contoured bevel sole and levelume-plated
SHAFT TYPE & FLEX: Uni-Weight Pro Power (A, B, C)
WOOD COLOR: Burgundy
PRICE: Not available at press time
MODEL: POWER-BILT CITATION (model 317 woods, model 2392 irons)
CHANGES FOR 1973: None
FEATURES: Irons have a plain smooth blade, levelume-plated. Woods are genuine persimmon, brass backing
SHAFT TYPE & FLEX: Uni-Weight Pro Power (B and C)
WOOD COLOR: Black
PRICE: Not available at press time
COMMENTS: Available in left-hand (model 117 woods, model 9692 irons)
MODEL: POWER BILT (men's and ladies')
CHANGES FOR 1973: None
Men's right hand: model 808 woods, model 9190C irons. Men's left hand: model 121 woods, model 3590C irons. Women's right hand: model W858 woods (per-simmon), model 9180C irons. Women's left hand: model W905 (laminated), model 3580C irons
SHAFT TYPE & FLEX: Super Action (R, L, Ladies)
WOOD COLOR: Model 808, black; model 121, burgundy; model W858, black; model W905, burgundy
PRICE: Not available but clubs are continued on page 40

*Indicates new model
I would like to ask you to buy three of my golf balls and play 18 holes with them.

I am convinced you will find they will outperform any golf ball you may now be using!

Why am I so sure?

Because we have exhaustively researched golf ball materials, aerodynamics and flight characteristics, dimple patterns, centers, windings and every other element that goes into a ball in our own golf ball plant to develop a ball that I will personally be satisfied with.

These are the qualities that I require in the golf balls I play:

- They must have a high degree of uniformity of compression.
- Consistently deliver long distance.
- Have tight dispersion patterns.
- Must be brilliant white.
- Must be perfectly round.
- Must give a solid "click" when hit.
- Must have a good "feel."

Our present Apex Series golf ball has all of these qualities to a superior degree, and it is the best all-around performance golf ball I have ever played!

Why not make your own 18 hole test?

I know you'll enjoy playing with my Apex Series Ball.

Ben Hogan
GOLF CLUBS from page 18
in medium price range
MODEL: COUNTLESS LADIES POWER-BILT
CHANGES FOR 1973: None
FEATURES: Woods have brass back, laminated head. Irons have levelum-plated, non-scut contour bevel sole.
SHAF T TYPE & FLEX: Uni-Weight Pro Power (L)
WOOD COLOR: Blue
PRICE: Not available, but compara-
table to men's Citation

BEN HOGAN
MODEL: BEN HOGAN APEX
CHANGES FOR 1973: Forged irons with weight redistributed on the back of clubhead. Corru-
gations on the face of the club are black filled and flared at the bottom to aid visibility and alignment. Woods feature Speed Slot Toe Channel, which reduces drag. New Red Accu-
Aid face insert on woods.
SHAF T TYPE & FLEX: Apex (R, S), also A and X available on some models.
WOOD COLOR: Ebony/red insert.
Walnut on Apex Master woods.
PRICE: Irons, $243; woods $150
COMMENTS: Available in left-hand. Woods available in: Per-
sonal with 12-degree loft; Apex Master with specially shaped sole; curved sole; low profile; deep face and other combina-
tions.
MODEL: BEN HOGAN LADIES APEX
CHANGES FOR 1973: Accur-Aid face inserts and trapezoid pattern for face insert screws. Irons feature flared face scoring pattern with weight redistributed along full length of the blade. Be-
leyed trailing edge.
SHAF T TYPE & FLEX: Apex (L)
WOOD COLOR: Midnight blue/red insert
PRICE: Irons, $216 (set of eight); woods, $150
MODEL: BEN HOGAN PRINCESS
CHANGES FOR 1973: None
FEATURES: Driver has 14-degree loft. Irons have slimmer blade ap-
pearance, short hosel.
SHAF T TYPE & FLEX: Pex (L)
WOOD COLOR: Cobalt blue
PRICE: Irons, $116 (set of eight); woods, $89

KARSTEN
MODEL: PING
CHANGES FOR 1973: None
FEATURES: Stainless steel irons with non glare finish. Color-
coded system to fit irons to indi-
vidual swing.
SHAF T TYPE & FLEX: Dynamic (TTT standard, TTT stiff)
WOOD COLOR: Black/red insert
PRICE: Irons, $297; woods, $172
COMMENTS: Available in left-hand

MACGREGOR
MODEL: TOURNAY* 
FEATURES: Measured weights on heel and toe of clubs for weight redistribution. Forged irons with new sole configuration helps keep clubhead weight low, turf drag is minimized, thin top line, shorter hosel.
SHAF T TYPE & FLEX: Pro-Pel light-
weight steel (R, S, X)
WOOD COLOR: Chestnut brown/black insert
PRICE: Irons, $200; woods, $125
COMMENTS: Left-hand available
MODEL: V.I.P.
CHANGES FOR 1973: Minor changes in wood head pattern.
FEATURES: Woods have conven-
tional sole with Tee-Sole that re-
duces drag. Irons available with conventional or Split/Level soles.
SHAF T TYPE AND FLEX: Tourney Taper steel (R, S)
WOOD COLOR: Antique cherry/red insert
PRICE: Irons, $247.50; woods, $150
COMMENTS: Offered "By Mac-
gregor" or "By Nicklaus" identifi-
cation
MODEL: MT
CHANGES FOR 1973: Woods are restyled, irons have bold new MT identification on back pad; Split/Level and conventional soles.
SHAF T TYPE & FLEX: Tourney-Lite (R, S, X)
WOOD COLOR: Oxford grey and black/aluminum insert
PRICE: Irons, $200; woods, $125
COMMENTS: Compact woods models available
MODEL: DX (also DX Ladies* )
CHANGES FOR 1973: None
FEATURES: Laminated woods, irons have classic look, clubhead weight is concentrated low to help get the ball up faster.
SHAF T TYPE & FLEX: Steel (Med.)
WOOD COLOR: Golden oak/black insert (men's); blue (ladies')
PRICE: Irons, $90; woods, $60
COMMENTS: Available in a vari-
ety of kits for the pro shop
MODEL: GTO* 
FEATURES: Laminated woods with four-way roll on face. Irons have simple styling.
SHAF T TYPE & FLEX: Steel (Med.)
WOOD COLOR: Cherry (men's); blue (ladies')
PRICE: Available in 11 piece set only—$100

NORTHEASTERN
MODEL: THUNDERBIRD
CHANGES FOR 1973: New wood styling and finish with improved weight redistribution. Crown area is higher and aerodynamically sloped from insert to back of head putting more weight directly behind line of flight.
SHAF T TYPE & FLEX: Stainless (R, S), lightweight (R,S) Dynamic (R, S, X)
WOOD COLOR: Antique ebony black/black and white insert
PRICE: Irons, $288 (stainless steel shaft); $261 (lightweight or dy-
namic shaft). Woods: $126 (stainless steel shaft), $116 (lightweight or dynamic shaft).
COMMENTS: Left-hand model available. One inch shorter or longer sets available.
MODEL: ROSASCO BROS.
CHANGES FOR 1973: See Thunder-
bird
SHAF T TYPE & FLEX: See Thunderbird
WOOD COLOR: Antique ebony black/pearl insert
PRICE: Irons, see Thunderbird; woods, see Thunderbird
COMMENTS: One-inch longer and shorter sets available at no extra charge.
MODEL: ULTIMATE
CHANGES FOR 1973: See Thun-
derbird
SHAF T TYPE & FLEX: Lightweight (R), Dynamic (R)
WOOD COLOR: Two-tone black walnut/black and white insert
PRICE: Irons, $180; woods, $104
COMMENTS: Left-hand model available. Also men's one-inch longer stiff flex available at no extra charge.
MODEL: LADY THUNDERBIRD* FEATURES: Investment cast, 18-8 stainless steel iron heads, Thun-
derbird image recessed into back of iron head.
SHAF T TYPE & FLEX: Lightweight (L)
WOOD COLOR: Turquoise/blue and white insert
PRICE: Irons, $261; woods $116
COMMENTS: One inch shorter and one inch longer sets available at no extra charge

PEDERSEN
MODEL: 100* FEATURES: Investment cast irons using Lost Wax process. Irons made of 17-4ph stainless steel. Weight redistributed between head and toe in engineering process.
SHAF T TYPE & FLEX: Lightweight or Dynamic (A, R, S, X)
WOOD COLOR: Pecan/preg-
wood insert
PRICE: Irons, $290; woods $150
COMMENTS: Left-hand available by custom order
MODEL: 17-4
CHANGES FOR 1973: None
FEATURES: Stainless steel offset iron heads, high polish square look. Made by investment cast-
ning. Persimmon woods.
SHAF T TYPE & FLEX: Dynamic or lightweight (A, R, S, X, and L on special order)
WOOD COLOR: Black walnut/ pregwood insert
PRICE: Irons $290; woods $150
COMMENTS: Left-hand available by custom order
MODEL: PEDERSEN LADY* FEATURES: Irons have bounce built into sole. Shallow faced driver
SHAF T TYPE & FLEX: Lightweight (L)
WOOD COLOR: Royal blue/white insert
PRICE: Irons $180; woods $110

TOONEY PENNA
MODEL: TP
CHANGES FOR 1973: None
FEATURES: Stainless steel irons with Lost Wax precision casting.
SHAF T TYPE & FLEX: All shafts and flexes available
WOOD COLOR: Cloud, black or golden mist
PRICE: Irons, $30-53, depending on degree of individuality; woods, $36.60-41.60, depending on individuality
MODEL: SUPER BLADE* (irons) FEATURES: Stainless steel irons with Lost Wax precision casting. The hosel is part of the head into which the shaft is inserted. This al-
 lows weight to be taken out of the hosel and redistributed in the blade. The result is four or five swing weight points lighter.
SHAF T TYPE & FLEX: See TP
PRICE: Not available at press time

PGA-VICTOR
MODEL: RYDER CUP II* 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.
SHAF T TYPE & FLEX: Uni-tip (Med., S)
WOOD COLOR: Black with gold highlights
PRICE: Irons, $292.50; Woods, $140
COMMENTS: Available in left-hand
MODEL: PAR EXCELLENCE
CHANGES FOR 1973: None
FEATURES: Club features extra loft and length with a flatter lie to aid in hand action
SHAF T TYPE & FLEX: Par Ex (Med., S)
WOOD COLOR: Black
PRICE: Irons, $207; Woods, $126
COMMENTS: Wood sets come in
continued on page 44
*Indicates new model