MODEL: LADIES' TOP LINE
CHANGES FOR 1974: None
FEATURES: Speed slot on woods with slight contoured sole, available in three swing weights; woods only
SHAFT TYPE & FLEX: Apex (L)
WOOD COLOR: Midnight blue
PRICE: $155 for four woods

MODEL: PRINCESS
CHANGES FOR 1974: None
FEATURES: Blade on blade design, low weight distribution. Woods with slight contoured sole
SHAFT TYPE & FLEX: Lightweight Pex (L)
WOOD COLOR: Powder blue
PRICE: Four woods, $90; eight irons, $116

MODEL: LADY ULTRA
CHANGES FOR 1974: None
FEATURES: Woods have Strata-Bloc heads with Cycolon face inserts, protected by the Uni-Bond moisture treatment. Irons have Fluid-Feel shock reduction, pear-shaped heel, beveled leading edge, and contour sole with four-way roll
SHAFT TYPE & FLEX: Ultralite steel alloy, with composition grips
WOOD COLOR: Chestnut with gold fleck
PRICE: Irons, $225; woods, $138

MODEL: COUNTRY CLUB LADY*
FEATURES: Woods lofted to help get the ball in the air quickly, double cut blade on irons, with sand blasted face and balanced weight distribution
SHAFT TYPE & FLEX: 500-steel (L)
WOOD COLOR: White with blue insert
PRICE: Irons, $80; woods, $45 for set of three

MODEL: KARSTEN
MODEL: PING
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe balance; non-glare finish. Contoured sole on woods
SHAFT TYPE & FLEX: Dynamic (TTT standard, TTT stiff)
WOOD COLOR: Black with red insert
PRICE: Irons, $297; woods, $172
COMMENTS: Available left-hand

MODEL: MACGREGOR
MODEL: VIP BY NICKLAUS*
FEATURES: Redesigned heel and toe; weighting on wood has inserts at heel and toe. Irons have short hosel and over fit shaft
SHAFT TYPE & FLEX: Micro-step shaft (S,R)
WOOD COLOR: Sandalwood
PRICE: Irons, $250; woods, $150

MODEL: MATER MODEL
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, 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

MODEL: LYNX
MODEL: LYNX II*
FEATURES: Investment cast stainless steel irons with shaft-over hosel design. Woods feature heel, toe adjuster weighting
SHAFT TYPE & FLEX: Dynamic black band (L,A,R,S,X,XX)
WOOD COLOR: Black with scarlet insert
PRICE: Irons, $292.50; woods, $170
COMMENTS: Available in left-hand

MODEL: MASTER MODEL
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe weighting
SHAFT TYPE & FLEX: Dynamic (R,S,X)
WOOD COLOR: Black ebony
PRICE: Irons, $292.50; woods, $150

MODEL: TOURNEY
CHANGES FOR 1974: None
FEATURES: Irons, hosel has been shortened and over fit shaft with heel and toe weighting, forged heads. Drag minimized on woods
SHAFT TYPE & FLEX: Steel (R,S)
WOOD COLOR: Chestnut
PRICE: Irons, $200; woods, $125

MODEL: MT
CHANGES FOR 1974: New club with old name. More weight toward toe of forged head irons. Woods have aluminum alloy face insert with tee sole on fairway woods, rubber grips
SHAFT TYPE & FLEX: Steel shaft (S,R)
WOOD COLOR: Cherry
PRICE: Irons, $200; woods, $125

MODEL: DX
CHANGES FOR 1974: None
FEATURES: Laminated woods, irons have classic look; clubhead weight is concentrated low to help get ball up faster
SHAFT TYPE & FLEX: Steel shaft (R)
WOOD COLOR: Golden oak, antique blue
PRICE: Irons, $90, woods, $60

MODEL: STATURE*
FEATURES: Investment cast stainless steel irons with heel, toe weighting. The irons have larger sweet spot and lower center of gravity and smaller hosel
SHAFT TYPE & FLEX: Unitized Dynamic (R,S,X)
WOOD COLOR: Mahogany, black
PRICE: Irons, $271; woods, $170
COMMENTS: Solid state line of woods available featuring one piece metal sole and insert. Specialty clubs available: Bandit wedge, Flip wedge, Boss wedge and Uptight chipper

MODEL: CONFIDENCE
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe weighting and contour sole. Offset hosel design
SHAFT TYPE & FLEX: Lightweight and Dynamic (R,S,X)
WOOD COLOR: Mahogany, black
PRICE: Irons, $271; woods, $170
COMMENTS: Cordline, rubber and leather grips

MODEL: DX
CHANGES FOR 1974: None
FEATURES: Laminated woods, irons have classic look; clubhead weight is concentrated low to help get ball up faster
SHAFT TYPE & FLEX: Steel shaft (R)
WOOD COLOR: Golden oak, antique blue
PRICE: Irons, $90, woods, $60

MODEL: TUNBERBIRD
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: THUNDERBIRD
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, light-weight (R,S)
WOOD COLOR: Black ebony
PRICE: Dynamic irons, $292.50; woods, $130. Graphite irons, $1,080;
Once "hickory" was the word. Then "steel." Now it's "carbon-graphite."

And that's what Carbonite means. In fact, "carbon" is 2/3 of our name.

Sure. There are other shafts made of carbon-graphite. But they're not made like ours. Which is why the Carbonite shaft stays most square throughout your swing.

Which means accuracy.

Carbonite rewards you for a good hit but, more important, it forgives you if your swing is less than perfect.

With Carbonite, making contact a little too high or low or too near the toe or heel is not a disaster. It's still a playable shot.

One more thing. Since Carbonite is lighter than steel, you can add weight to the clubhead with no loss of clubhead speed—and that adds up to distance.

Carbonite—the carbon-graphite golf shaft with forgiveness...and that never hurt anybody.
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: Mahogany with red insert
PRICE: Irons, $292.50; woods, $130

MODEL: ULTIMATE
CHANGES FOR 1974: Extra wide (R,S,X); lightweight (R,S)
SHAFT TYPE & FLEX: Dynamic (R)
WOOD COLOR: Two-toned black walnut/black
PRICE: Irons, $180; woods, $104

MODEL: LADY THUNDERBIRD
CHANGES FOR 1974: None
FEATURES: Investment cast, 18-8 stainless steel head, 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

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

MODEL: LADY PEDERSON
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 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: TONEY PENNA
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

MODEL: CLASSIC
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: 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: TONEY PENNA
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

MODEL: PGA-VICTOR
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**

**RAM**

**MODEL:** XS1000*

**FEATURES:** Investment cast irons with heel and toe weighting and built-in forward press. Woods have two brass weights in face to widen sweet spot.

**SHAFT TYPE & FLEX:** Lightweight steel (R); Dynamic (S)

**WOOD COLOR:** Black/red

**PRICE:** Irons, $238.50; woods, $128

**COMMENTS:** Woods available in graphite shaft at $140 a wood.

**PRO-DYN**

**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, R, S, X)

**WOOD COLOR:** Walnut

**PRICE:** Irons, $292.50; woods, $170

**COMMENTS:** Rubber grips available

**MODEL:** PRO-DYN -1

**FEATURES:** Investment cast stainless steel irons with over hosel design and positive axis weighting. Offset design

**SHAFT TYPE & FLEX:** Dynamic (L, R, S, X)

**WOOD COLOR:** Black with scarlet insert

**PRICE:** Irons, $292.50; woods, $170

**COMMENTS:** Intermediate shaft flexes available

**ROYAL**

**MODEL:** POWER GROOVE*

**FEATURES:** Investment cast stainless steel heads on irons with fluted carbon steel shaft. Woods have fluted shaft, special insert.

**SHAFT TYPE & FLEX:** Lightweight (R, S), A and X on special order

**WOOD COLOR:** Black

**PRICE:** Irons, $267; woods, $135

**MODEL:** CONSEWPT*

**FEATURES:** Investment cast irons with shorter face, more rounded soles and slightly more off-set than other Royal models. Woods have fluted shaft and special insert.

**SHAFT TYPE & FLEX:** Lightweight (R, S), A and X on special order

**WOOD COLOR:** Moss oak finish with black insert

**PRICE:** Irons, $267; woods, $135

**MODEL:** ROYAL*

**FEATURES:** Investment cast irons with concave design that has a more curved look than other Royal models. Woods have rear weighted design with outside whipping on hosel.

**SHAFT TYPE & FLEX:** Lightweight (R, S), A and X on special order

**WOOD COLOR:** Black ebony with golf hexigon insert

**PRICE:** Irons, $267; woods, $140

**COMMENTS:** All shafts are interchangeable

**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 (L)

**WOOD COLOR:** Moss oak finish with black insert

**PRICE:** Irons, $267; woods, $140

**MODEL:** ROYAL PLUS

**FEATURES:** Investment cast mal- leable stainless steel irons with fluted carbon steel shaft. Woods have fluted shaft, special insert

**SHAFT TYPE & FLEX:** Lightweight continued on page 46
Grafalloy
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in graphite
shafts

Since 1970 major corporations have selected Composite Development Corporation to design and build graphite shafts and inserts. Over 10,000 have been successfully market tested and sold. And now, after more than three years of research and development, we are introducing a new dimension in graphite shafts.

Special offer to manufacturers, pro shops, golf shops: Grafalloy has commissioned Stan Thompson, world-renowned custom club maker, to provide four drivers in the standard flexes of the industry, L-R-S-X. These four drivers in your hands will clearly demonstrate Grafalloy's superiority.

For details on our introductory offer for drivers or golf shafts, please contact:

Composite Development Corporation
7569 Convoy Court, San Diego, California 92111
(714) 277-2270

For more information circle number 199 on card
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 shafts 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.

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  

WOOD COLOR: Black/full face maroon insert. PRICE: Irons, $206; woods, $140.

SHUR-SPORTS  

WOOD COLOR: Black/red face insert. PRICE: Irons, $262; woods, $189.

MODEL: EXECUTIVE  

MODEL: LADIES TOP FLITE  

MODEL: SANDRA HAYNIE  

WOOD COLOR: Cranberry Royale. PRICE: See Top Flite.

TRI-CITY  
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  
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

MODEL: BERG PROFESSIONAL
CHANGES FOR 1974: None
FEATURES: Straight line scoring for increased accuracy and back spin. Woods have one-piece sole plate
SHAFT TYPE & FLEX: Lightweight (L)
WOOD COLOR: Walnut with tan insert
PRICE: Irons, $114 for set of eight; woods, $80

MODEL OPTION: GRAPHITE II*
FEATURES: New graphite shafts made under exclusive contract with Wilson by Babcock & Wilcox Advance Composites Div. Shafts are option to men’s Walter Hagen Haig Ultra woods and Wilson Staff woods only
SHAFT TYPE & FLEX: 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

Circle No. 131 on reader service card

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GRAPHITE—100™ composite fiber heads are made to match the feel of persimmon—the consistent quality of Fiberwood and the magic of Graphite. Made with or without sole plates—in blank form or custom made to your specifications. Driver heads now available—all other "wood" heads to follow soon.

SEND FOR COMPLETE DETAILS

For more information circle number 201 on card

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GRAPHITE—100™ super-shafts are made with exclusively different fiber orientation producing maximum power and allowing minimum torque.

GRAPHITE—PLUS™ shafts are made of a graphite composite to the highest quality standards—at a greatly reduced price.

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For more information circle number 201 on card

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GRAPHITE—100™ head with Graphite—100 shafts and Graphite—100 heads is a sensational product which provides the player with the ultimate in golfing pleasure and performance. Made in standard lengths and swing weights—complete sets of woods available soon.
Longer driving starts here and here!

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For more information circle number 170 on card
LOOK, LISTEN, THEN BUY

The most exciting time of the fall golf season is when the different golf companies introduce their lines for the coming year.

Golf manufacturers have spent the last year or more designing, styling and manufacturing their ideas into what they believe are the finest golf clubs, bags, balls and apparel. Thousands of dollars and man hours have gone into preparing for sales meetings. Salesmen have traveled to these meetings in different parts of the country to listen to the presentations and gain first-hand knowledge of each and every line.

Now, Mr. Golf Professional, it’s your turn to become excited over every company’s new line.

When a salesman calls on you to introduce his new line, he is doing so with pride. He is proud of his company, of his merchandise and he wants you to be equally as proud of them.

What are some of the things you should look for when viewing a new line with a salesman?

If you have done business with the company before, you know the company’s policies and most of the merchandise. So, you are looking mainly for something new—something that will fit into your pro shop and will make money for you. To do justice to each salesman and his line, you should average at least an hour for each. An hour may seem like a lot of time to spend viewing the finest golf clubs, bags, balls and apparel. From past experience, you know if a company will guarantee replacement or credit on an at-once-basis. This is the kind of company with which you should be dealing.

In selecting a new company, you should follow this checklist:
1. Does the salesman know his line?
2. How often will the salesman call on you?
3. Do you know the company, at least by reputation?
4. Are the credit terms right for you?
5. What are the delivery dates?
6. What is the quality of the merchandise?
7. What is the company’s advertising program.

I am sure there are other checks that you may want to make; these, I think, are the important ones. I urge every golf professional to allow the salesman an opportunity to show his merchandise.

Remember, he wants your business and not just for his commission. The sooner he has your order in hand, the better service you will receive. Don’t force him to make a return call; he may not be able to return because of the expense and because his travel itinerary is made weeks in advance.

Have your “Open to Buy” when the salesman calls. I am sure that the fall selling trip of every salesman will be a refreshing and exciting experience for every golf professional.

Make sure you fully understand each company’s credit policy. Our economy is based on credit, and with all of the dating and discounts offered to golf professionals, it’s to your advantage to understand them.

Dating and discount policies help you make money. As you know, most companies want to deliver their merchandise to your shop as early as they can and to extend your payments over many months. In most cases, by accepting the goods as early as possible, you can sell it before your bill is due. This arrangement allows you to pay the full bill and to take the discount. You have then established credit. If your credit remains good, the company will continue to do business with you.

Quality is paramount to you and your members. There are different grades of quality. For example, a golf bag that sells for $25 obviously cannot duplicate the quality or the features of a $100 golf bag. But you have to decide if the $25 bag has $25 worth of quality and if it can be sold for $25. How does it compare to other $25 bags you’ve examined? Check the bottom, check the stitching, check the sides and anything else that is important to you. Test the quality of every item you buy.

SERVICE

You probably will have the option to buy clubs, bags, clothing and accessories from several different companies. What’s the extra plus that makes them different: Service. Can the company deliver when and what they promise. A reliable company can be your salvation. It’s money in the bank when you have in your inventory the merchandise the customer wants, when he wants it. Deal with companies that give the golf professional service.
GOLF CAR ROUNDUP FOR '74

GOLFDOM previews the 1974 offerings of the major golf car manufacturers

by the EDITORS

CLUB CAR, INC., 203 Norton Rd., Box 897, Augusta, Ga. 30903

Caroche. Electric, $1,692.50; length, 93 inches; width, 45½ inches; weight, 840 pounds with batteries; four wheels; steering wheel; fiberglass body and aluminum frame. WARRANTY: one year with a two-year pro-rated warranty on batteries. OPTIONAL FEATURES: plastic canopy, windshield, head and taillights, extra bag attachments and hardtop cab.

CAROCHÉ ISLANDER. Electric, $1,840; length, 93 inches; width, 45½ inches; weight 890 pounds with batteries; four wheels; steering wheel; fiberglass body and steel frame.

Model D-4. Gas, $1,614; length, 100 inches; width, 45½ inches; weight, 798 pounds with fuel; four wheels; tiller; fiberglass body and steel frame.

Model DE. Electric, $1,339; length, 91 inches; width, 45½ inches; weight, 982 pounds with batteries; three wheels; tiller; fiberglass body and steel frame.

Model DE-4. Electric, $1,530; length, 100 inches; width, 45½ inches; weight, 1,119 pounds with batteries; four wheels; tiller; fiberglass body and steel frame.

WARRANTY: one year on all gas models; two years on all electric models (excluding batteries), parts only. OPTIONAL FEATURES, all models: canopy, steering wheel (at extra price), extra bag rack, windshield, seat covers, cigarette lighter, tire gauge and chrome equipment group (front and rear bumpers, hub caps and fuel gauge).

CUSHMAN MOTORS, Div. of Outboard Marine Corp., 1429 Cushman Dr., P.O. Box 82409, Lincoln, Neb. 68501

Town & Fairway. Electric, $1,875, gas, $1,965; length, 108½ inches; width, 48 inches; weight, 824 pounds without batteries, 945 with fuel; four wheels; steering wheel; steel body and frame.

GC-400. Electric, $1,585, gas, $1,760; length, 96 inches; width, 47½ inches; weight, 659 pounds without batteries, 815 without fuel; four wheels; steering wheel; steel body and frame.

GC-300. Electric, $1,445, gas, $1,680; length, 96 inches; width, 47½ inches; weight, 625 pounds without batteries, 800 without fuel; three wheels; steering wheel; steel body and frame.

Trophy 400. Electric, $1,365; length, 91½ inches; width, 43 inches; weight, 620 pounds without batteries; four wheels; steering wheel; steel body and frame.