

# GOLF CLUBS '73 AT A GLANCE

**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 GOLF-DOM 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.  
**SHAFT TYPE & FLEX:** Acushnet steel (R, S). A-flex available in spring.  
**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 NICHOLLS

### 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

## DOUBLE 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 FRANCISCAN\*

**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:** Prolite 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: MAXFLI

**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

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\* Indicates new model

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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: Maxlite steel (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: Maxlite steel (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.

SHAFT TYPE & FLEX: Unitized dynamic (A, R, S, X). Lightweight available.

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-IV**

CHANGES FOR 1973: Face screws in woods

FEATURES: Forged head irons with satin chrome finish, barrel neck hosel

SHAFT TYPE & FLEX: Unitized dynamic (A, R, S, X). Lightweight also available

WOOD COLOR: Walnut/black insert

PRICE: Irons, \$207; woods, \$128

MODEL: **LADY FAULTLESS**

CHANGES FOR 1973: None

FEATURES: Forged steel heads

SHAFT TYPE & FLEX: Unitized dynamic (L)

WOOD COLOR: Midnight blue with gold fleck/red cyclocac insert

PRICE: Irons, \$160; woods, \$112

### FIELD GOLF COMPANY

MODEL: **REGISTERED PROFESSIONAL\***

FEATURES: Square toe irons, wide flange at bottom

SHAFT TYPE & FLEX: Dynalite (R)

WOOD COLOR: Dark walnut/red insert

PRICE: Irons, \$180; woods, \$120

COMMENTS: Professional gets \$60 bag free with purchase of set of clubs

MODEL: **VICTURA**

CHANGES FOR 1973: None

FEATURES: Forged irons, complete set under \$200

SHAFT TYPE & FLEX: Steel (R)

WOOD COLOR: Light walnut

PRICE: Three woods, eight irons—\$195

COMMENTS: Professional gets \$35 bag free with purchase of set

MODEL: **LADY BRISTOL**

CHANGES FOR 1973: None

FEATURES: Square toe irons, wide flange at the bottom

SHAFT TYPE & FLEX: Aluminum (L)

WOOD COLOR: Blue

PRICE: Three woods, eight irons—\$198

COMMENTS: Professional gets \$30 bag free with purchase of set

### FIRST FLIGHT

MODEL: **FTD** (forged steel)

CHANGES FOR 1973: None

FEATURES: Forged iron head without a hosel; weight taken out of the hosel and redistributed into the head

SHAFT TYPE & FLEX: Hex-flex (A,R,S), X on special order

WOOD COLOR: Black

PRICE: Irons, \$210.15; woods, \$128

COMMENTS: Available left-hand

MODEL: **FTD** (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 lightweight (A, R, S)

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 TRUMATIC**

CHANGES FOR 1973: None

FEATURES: Forged steel irons

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 matched 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: **LADIES' 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: Unitized (A, R, S, X)

WOOD COLOR: Deep cherry

PRICE: Irons, \$202.50; woods, \$100

MODEL: **EXCALIBUR**

CHANGES FOR 1973: Carbon steel forging, woods feature cyclocac 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 clubs. Starter sets 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 HAGEN

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: **HAIG ULTRA**

CHANGES FOR 1973: Chrome-plated irons feature pear-shaped heel, narrow sole, rolling back design of specially weighted alloy, Lamilly, 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 standard; C stiff)

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 scotch 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

FEATURES: Perma seal woods with brass backing. Non-scutt, beveled sole irons. Medium-priced clubs.

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 (persimmon), model 9180C irons. Women's left hand: model W905 (laminated), model 3580C irons.

SHAFT TYPE & FLEX: Super Action (R, men's; L, ladies)

WOOD COLOR: model 808, black; model 121, burgundy; model W858, black; model W905, burgundy

PRICE: Not available but clubs are

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\*Indicates new model

## GOLF CLUBS *from page 38*

in medium price range

### MODEL: **COUNTESS LADIES POWER-BILT**

CHANGES FOR 1973: None

FEATURES: Woods have brass back, laminated head. Irons have level-molded, non-scoff contour bevel sole.

SHAFT TYPE & FLEX: Uni-Weight Pro Power (L)

WOOD COLOR: Blue

PRICE: Not available, but comparable to men's Citation

## BEN HOGAN

### MODEL: **BEN HOGAN APEX**

CHANGES FOR 1973: Forged irons with weight redistributed on the back of clubhead. Corrugations 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 Accur-Aid face insert on woods.

SHAFT 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: Personal with 12-degree loft; Apex Master with specially shaped sole; curved sole; low profile; deep face and other combinations.

### 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. Beveled trailing edge.

SHAFT 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 slender blade appearance, short hosel.

SHAFT 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 individual swing.

SHAFT TYPE & FLEX: Dynamic (TTT standard, TTT stiff)

WOOD COLOR: Black/red insert

PRICE: Irons, \$297; woods, \$172

COMMENTS: Available in left-hand

## MACGREGOR

### MODEL: **TOURNEY\***

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

SHAFT TYPE & FLEX: Pro-Pel lightweight 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 conventional sole with Tee-Sole that reduces drag. Irons available with conventional or Split/Level soles.

SHAFT TYPE AND FLEX: Tourney Taper steel (R, S)

WOOD COLOR: Antique cherry/red insert

PRICE: Irons, \$247.50; woods, \$150

COMMENTS: Offered "By MacGregor" or "By Nicklaus" identification

### MODEL: **MT**

CHANGES FOR 1973: Woods are restyled, irons have bold new MT identification on back pad; Split/Level and conventional soles.

SHAFT TYPE & FLEX: Tourney-Lite (R, S, X)

WOOD COLOR: Oxford grey and black/aluminum insert

PRICE: Irons, \$200; woods, \$125

COMMENTS: Compact wood 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

SHAFT TYPE & FLEX: Steel (Med.)

WOOD COLOR: Golden oak/black insert (men's); blue (ladies')

PRICE: Irons, \$90; woods, \$60

COMMENTS: Available in a variety of kits for the pro shop

### MODEL: **GTO\***

FEATURES: Laminated woods with four-way roll on face. Irons have simple styling

SHAFT TYPE & FLEX: Steel (Med.)

WOOD COLOR: Cherry (men's); blue (ladies')

PRICE: Available in 11 piece set only—\$100

## NORTHWESTERN

### 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.

SHAFT 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 dynamic shaft). Woods: \$128 (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 Thunderbird

SHAFT 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 Thunderbird

SHAFT 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, Thunderbird image recessed into back of iron head.

SHAFT 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.

SHAFT TYPE & FLEX: Lightweight or Dynamic (A, R, S, X)

WOOD COLOR: Pecan/pregwood 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 casting. Persimmon woods.

SHAFT 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

SHAFT TYPE & FLEX: Lightweight (L)

WOOD COLOR: Royal blue/white insert

PRICE: Irons \$180; woods \$110

## TONY PENNA

### MODEL: **TP**

CHANGES FOR 1973: None

FEATURES: Stainless steel irons with Lost Wax precision casting

SHAFT TYPE & FLEX: All shafts and flexes available

WOOD COLOR: Cloud, black or golden mist

PRICE: Irons, \$30-\$35, 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 allows weight to be taken out of the hosel and redistributed in the blade. The result is four or five swing weight points lighter.

SHAFT 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.

SHAFT 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

SHAFT TYPE & FLEX: Par Ex (Med., S)

WOOD COLOR: Black

PRICE: Irons, \$207; Woods, \$126

COMMENTS: Wood sets come in

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\*Indicates new model



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1-3-5-7 combination; however, 4- and 6-wood available also.

**MODEL: PROFESSIONAL**  
CHANGES FOR 1973: None  
FEATURES: Irons feature nickel-chrome finish. Woods are persimmon with three-dimensional PGA insert.

SHAFT TYPE & FLEX: Herculeite (R,S)

WOOD COLOR: Pecan  
PRICE: Irons, \$207; woods, \$126

**MODEL: EMBLEM**  
CHANGES FOR 1973: None  
FEATURES: Irons have V-back design, woods are laminated; medium price range  
SHAFT TYPE & FLEX: Pro-Fit (Med.)

WOOD COLOR: Black/red insert  
PRICE: Irons, \$112; woods, \$72

**MODEL: CLASSIC**  
CHANGES FOR 1973: None  
FEATURES: Laminated woods, lower price range  
SHAFT TYPE & FLEX: Steel (Med.)  
WOOD COLOR: Black/black & red insert

PRICE: Irons, \$78.75; woods, \$54  
**MODEL: LADY PAR EXCELLENCE\***

FEATURES: Lightweight, small diameter shaft without sacrificing clubhead size. Added loft and length with flatter lies.

SHAFT TYPE & FLEX: Lady Par Ex (L)

WOOD COLOR: Royal purple  
PRICE: Irons, \$207; woods, \$126

**MODEL: CONTESSA**  
CHANGES FOR 1973: None  
FEATURES: Laminated woods, black, blue and gold fill grips  
SHAFT TYPE & FLEX: Pro-Fit (L)  
WOOD COLOR: Pastel blue/white insert

PRICE: Irons, \$112.50; woods, \$72  
**MODEL: LADY CLASSIC**

CHANGES FOR 1973: None  
FEATURES: Laminated woods, nickel-chrome finished irons  
SHAFT TYPE & FLEX: Steel (L)  
WOOD COLOR: Ebony/red & black insert  
PRICE: Irons, \$78.75; woods, \$54

## RAM

**MODEL: GOLDEN RAM**  
CHANGES FOR 1973: None  
FEATURES: Irons have weight redistributed away from center of gravity. Woods have brass power weights on the back of the heads.

SHAFT TYPE & FLEX: Dynalite (A-one inch shorter; R,S, and S-one inch longer shaft)

WOOD COLOR: Black/green insert

PRICE: Irons, \$189; woods, \$120  
COMMENTS: Seven-wood also offered

**MODEL: RAM PROFESSIONAL**  
CHANGES FOR 1973: None

FEATURES: Forged irons with weight centered in the hitting area. Low price club for pro shops.

SHAFT TYPE & FLEX: Micropower lightweight steel (R)

WOOD COLOR: Walnut

PRICE: Set of three woods, eight irons—approximately \$110-\$120

## ROYAL

**MODEL: ROYAL PLUS\***

FEATURES: Investment cast malleable stainless steel irons that have a 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, \$250; woods, \$135

COMMENTS: Right-hand only

**MODEL: ROYAL**

CHANGES FOR 1973: Newly designed forged steel head, squared-off toe irons. Shallow and standard face driver.

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

WOOD COLOR: Black/black & white insert

PRICE: Irons, \$225; woods, \$135  
COMMENTS: Left-hand available

**MODEL: ROYAL QUEEN**

CHANGES FOR 1973: Forged steel irons with thin, but strong, lightweight steel shaft

SHAFT TYPE & FLEX: Lightweight (L)

WOOD COLOR: Dark blue, dark green or cherry

PRICE: Irons, \$145; woods, \$108

## SHAKESPEARE PLYMOUTH

**MODEL: MACH II\***

FEATURES: Revolutionary shaft designs for clubs. Tor-Fil Sigma: all-graphite shaft, extremely stiff and costly, for professional or low handicap golfer; Tor-Fil Alpha: combination graphite with silicone shaft; Tor-Fil: silicone shaft.

SHAFT TYPE & FLEX: Tor-Fil Sigma (stiff to extra stiff); Tor-Fil Alpha (R,S), Tor-Fil (R,S)

WOOD COLOR: Black/black insert.

PRICE: Irons: Sigma, \$720; Alpha, \$216; Tor Fil, \$162. Woods, Sigma, \$400; Alpha, \$136; Tor Fil, \$136 (approximate).

COMMENTS: Sigma shaft weight 2.7 ounces; Alpha shaft weight approximately 3.4 ounces and Tor-Fil shaft 4.0 ounces

**MODEL: XLD PROFESSIONAL**

CHANGES FOR 1973: None

FEATURES: Forged iron heads

SHAFT TYPE & FLEX: Pro-Fit Unitized (R,S)

WOOD COLOR: Black/black insert

PRICE: Irons, \$144; Woods, \$88

**MODEL: XLDEBS\* (ladies)**

FEATURES: Blue cast tinted shaft to match woods and grips

SHAFT TYPE & FLEX: Tor Fil (L)

WOOD COLOR: Blue/white insert

PRICE: Irons, \$162; woods, \$96

## KENNETH SMITH

**MODEL: KENNETH SMITH**

CHANGES FOR 1973: None

FEATURES: Custom made clubs for men, left-hand and ladies featuring stainless steel iron heads

SHAFT TYPE AND FLEX: Lightweight, dynamic or aluminum (all flexes)

WOOD COLOR: All colors

PRICE: Irons, \$297; woods, \$196

## SPALDING

**MODEL: TOP FLITE\***

FEATURES: Woods and irons feature dynertal weighing 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, \$200; woods, \$140

COMMENTS: This is a new model, previous Top-Flite men's line has been discontinued

**MODEL: ELITE**

CHANGES FOR 1973: None

FEATURES: Stainless steel irons with square toe, straight top line

SHAFT TYPE & FLEX: Lightweight (Med., S)

WOOD COLOR: Mahogany

PRICE: Irons, \$250; woods, \$155

**MODEL: EXECUTIVE**

CHANGES FOR 1973: None

FEATURES: Weight redistribution in woods and irons

SHAFT TYPE & FLEX: Lightweight (Med., S)

WOOD COLOR: Charcoal grey/black insert

PRICE: Irons, \$194; woods, \$135

COMMENTS: Only Spalding model offered in left-hand

**MODEL: MV2 (men's); SANDRA HAYNIE MV2 (ladies')**

CHANGES FOR 1973: None

FEATURES: Matched set of clubs in medium price range for pro shops

SHAFT TYPE & FLEX: Lightweight (Med. for men's, L for ladies')

WOOD COLOR: Black/red insert (men's); applewood green/avocado insert (ladies')

PRICE: Irons, \$120; woods, \$90

**MODEL: LADIES TOP-FLITE**

CHANGES FOR 1973: None

FEATURES: Weight redistributed between toe and hosel, rounded top line

SHAFT TYPE & FLEX: Lightweight (L)

WOOD COLOR: Burgundy/black insert

PRICE: Irons, \$185; woods, \$125

## WILSON

**MODEL: 1200\***

FEATURES: Chrome-plated irons with a tungsten steel weight inserted at the toe of the 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/ebony & natural insert

PRICE: Irons, \$279; woods, \$155

COMMENTS: Right-hand only

**MODEL: X-31**

CHANGES FOR 1973: 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: Black/silver insert

PRICE: Irons, \$242; woods, \$155

COMMENTS: Available in left-hand

**MODEL: WILSON STAFF**

CHANGES FOR 1973: 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, \$222; woods, \$134

COMMENTS: Also available in left-hand

**MODEL: BOROS PROFESSIONAL**

CHANGES FOR 1973: None

FEATURES: Chrome-plated irons featuring weight redistribution. Woods feature Strata-Bloc heads.

SHAFT TYPE & FLEX: Steel (R)

WOOD COLOR: Light walnut/burgundy insert

PRICE: Irons, \$80 (set of eight); woods, \$60

**MODEL: LADIES STAFF**

CHANGES FOR 1973: None

FEATURES: Patty Berg signature clubs with rounded sole, fluid feel hosel. Driver features special loft and lie.

SHAFT TYPE & FLEX: Ultralite (L)

WOOD COLOR: Deep blue/natural insert

PRICE: Irons, \$225; woods, \$135

**MODEL: BERG PROFESSIONAL**

CHANGES FOR 1973: None

FEATURES: Straight line scoring for increased accuracy and back spin. Woods have one-piece sole plate.

SHAFT TYPE & FLEX: Lightweight (L)

WOOD COLOR: Brown tone/natural insert

PRICE: Irons, \$114 (set of eight); woods, \$80

\* Indicates new model