

# Golf Clubs '74

## At a Glance

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

### ACUSHNET

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

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

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

Circle No. 102 on reader service card

### BUTCHART NICHOLLS

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

Here's a reference source to what the major golf equipment makers will be offering in '74

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

Circle No. 103 on reader service card

### DOUBLE EAGLE

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

MODEL: XSP  
 CHANGES FOR 1974: Burgundy colored woods  
 FEATURES: Forged irons with narrow top line, semi-square toe design with sand blasted finish  
 SHAFT TYPE & FLEX: Dyno-Pro (R,S)  
 WOOD COLOR: Burgundy  
 PRICE: Irons, \$121.50; woods, \$80  
 COMMENTS: Right-hand only

MODEL: SAN FRANCISCAN  
 CHANGES FOR 1974: None  
 FEATURES: Irons have broad sole with sweep flare design  
 SHAFT TYPE & FLEX: Pro-Lite (R)  
 WOOD COLOR: Mahogany with

ivory insert  
 PRICE: Irons, \$90; woods \$60  
 COMMENTS: Right-hand only

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

Circle No. 104 on reader service card

### DUNLOP

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

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

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

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MODEL: BOB CHARLES

CHANGES FOR 1974: Woods available only in black finish

FEATURES: Woods and irons have been designed especially for left-handed golfers. Forged, carbon steel irons with triple chrome finish  
SHAFT TYPE & FLEX: Maxpower (R,S,X); Dynamic (R); Maxlite (R,S)  
WOOD COLOR: Black.

PRICE: Irons, with Maxpower shaft, \$252; Dynamic and Maxlite, \$189; woods, with Maxpower shaft \$144; Dynamic and Maxlite, \$114  
COMMENTS: Three-quarter brass sole plate.

MODEL: BERT YANCY\*

FEATURES: Forged stainless steel irons with heel, toe weighting  
SHAFT TYPE & FLEX: Dynamic Unitized (R,S)  
WOOD COLOR: Black with red insert  
PRICE: Irons, \$180; woods, \$108  
COMMENTS: Full brass sole plate on woods; right-hand only

MODEL: GUNDY (Ladies)

CHANGES FOR 1974: New blue color finished woods with one piece red insert

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

MODEL: SUSIE MAXWELL

CHANGES FOR 1974: Woods finished in natural brown with one piece red insert and full brass sole plate

FEATURES: Forged stainless steel irons with heel, toe perimeter weighting  
SHAFT TYPE & FLEX: Maxlite (L)  
WOOD COLOR: Natural brown with one piece red insert  
PRICE: Irons, \$140; woods, \$100  
COMMENTS: Right-hand only

Circle No. 103 on reader service card

## FAULTLESS

MODEL: QUANTUM\*

FEATURES: Investment cast stainless steel irons with longer blade look, internal hosel. Woods available with Tunnel-Sole heads  
SHAFT TYPE & FLEX: Dynamic (R,S)  
WOOD COLOR: Black with burgundy

insert

PRICE: Irons, eight irons, \$200; woods, \$126

COMMENTS: Right-hand only

MODEL: LADY QUANTUM\*

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

MODEL: OMEGA

CHANGES FOR 1974: Tunnel-Sole woods; aerodynamic Tunnel-Sole design with heel, toe weighting, enlarged insert, oversize grips and realigned club loft of one degree  
FEATURES: Investment cast stainless steel irons with weight redistributed between heel and toe  
SHAFT TYPE & FLEX: Dynamic (S,R)  
WOOD COLOR: Black with black insert  
PRICE: Irons, \$270; woods, \$152  
COMMENTS: Right-hand only

Circle No. 106 on reader service card

## FIRST FLIGHT

MODEL: FTD\*

FEATURES: Forged stainless steel irons with square toe design. Heavily sole weighted  
SHAFT TYPE & FLEX: Hex Flex (R,S)  
WOOD COLOR: Golden mist  
PRICE: Irons, \$211.50; woods, \$140  
COMMENTS: Woods are bronze, backweighted. Available in ladies' model. Right-hand only

MODEL: PT-280\*

FEATURES: Forged stainless steel irons with conventional hosel design and flat back weighting  
SHAFT TYPE & FLEX: Pro-Tapered II (R,S)  
WOOD COLOR: Walnut  
PRICE: Irons, \$200.25; woods, \$130  
COMMENTS: Available in ladies' model. Right-hand only

MODEL: FTD LEFT-HAND\*

FEATURES: Forged stainless steel irons without hosel; square toe design with step-down flat back weighting  
SHAFT TYPE & FLEX: Hex Flex (R,S)  
WOOD COLOR: Black with ivory insert

PRICE: Irons, \$211.50; woods, \$140  
COMMENTS: Unavailable in ladies' model

MODEL: FTD (oss)

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

Circle No. 107 on reader service card

## GOLF TECH

MODEL: HONEYCOMB\*

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

MODEL: EXCALIBUR PLUS

CHANGES FOR 1974: None  
FEATURES: Investment cast stainless steel irons with shaft over hosel design and heel, toe weighting. Matt finish  
SHAFT TYPE & FLEX: Dynamic (L,A,R,S,X)  
WOOD COLOR: Black with black insert  
PRICE: Irons, \$225; woods, \$140  
COMMENTS: Woods available with graphite shaft. Available in ladies' model. Right-hand only

MODEL: GOLF TECH CROWN

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

*continued*

## CLUBS *continued*

model. Right-hand only

MODEL: EXCALIBUR

CHANGES FOR 1974: None.

FEATURES: Forged carbon steel irons with conventional hosel design. Woods feature Cyaloc coating.

SHAFT FLEX & TYPE: Dynamic and Dynalite (R,S)

WOOD COLOR: Black with black insert

PRICE: \$170 four woods and nine irons

COMMENTS: Right-hand only.

Available in ladies' model with (L) shaft

Circle No. 108 on reader service card

### WALTER HAGEN

MODEL: ULTRADYNE II\* (men's and ladies')

FEATURES: Investment cast stainless steel irons with over hosel design; sweet spot expanded both vertically and horizontally. Woods Tungsten fore weighted

SHAFT TYPE & FLEX: Ultralite (R,S)

WOOD COLOR: Chestnut. Ladies' model, navy blue

PRICE: Irons, \$285; woods, \$155

COMMENTS: Available in left-hand

MODEL: HAIG ULTRA

CHANGES FOR 1974: None.

FEATURES: Chrome-plated irons with pear-shaped heel, narrow sole, rolling back design of specially weighted alloy, Lamilloy, weight concentration toward face of clubhead

SHAFT FLEX & TYPE: Ultralite (R,S)

WOOD COLOR: Black with scarlet insert

PRICE: Irons, \$222; woods, \$134

MODEL OPTION: GRAPHITE II\*

FEATURES: New graphite shafts made under exclusive contract with Wilson by Babcock & Wilcox

Advance Composites Div. Shafts are option on men's Walter Hagen Haig Ultra woods and Wilson Staff woods only

SHAFT 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. 109 on reader service card

### HILLERICH & BRADSBY

MODEL: POWER-BILT

### THOROUGHbred\*

FEATURES: Investment cast stainless steel irons with shaft-over hosel and heel, toe balance and contour bevel sole. Woods have brass back weighting

SHAFT TYPE & FLEX: Uni-weight Pro Power (R,S)

WOOD COLOR: Dark walnut

PRICE: Irons, \$279; woods, \$142

COMMENTS: Rubber grip only.

Right-hand only

MODEL: POWER-BILT CITATION

CHANGES FOR 1974: Model 518 woods, black laminated with brass back and solid red insert; Model 318 woods, persimmon, black with black insert

FEATURES: Model 7492, irons with flange back and levelume plated; Model 2492, irons, Scotch blade, non-flange levelume plated

SHAFT TYPE & FLEX: Uni-weight Pro Power. Model 518 (A,R,S); Model 318 (R,S); Models 7492 and 2492 (A,R,S)

PRICE: Irons, \$213.75; woods, Model 518, \$133; Model 318, \$142

COMMENTS: Available left-hand. Model 518 woods offer shallow face driver

MODEL: POWER BILT (men's and ladies')

CHANGES FOR 1974: None

FEATURES: Perma seal woods, non-scutt beveled sole irons

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

WOOD COLOR: Walnut

PRICE: Men's irons, \$94.05; woods, \$60; ladies' irons, \$86 (eight irons); woods, \$60

COMMENTS: Available left-hand

MODEL: COUNTESS LADIES

POWER-BILT

CHANGES FOR 1974: None.

FEATURES: Irons have levelume-plated, non-scutt, contour bevel sole. Woods have brass back and laminated head

SHAFT TYPE & FLEX: Uni-weight (L)

WOOD COLOR: Blue with solid blue insert

PRICE: Irons (set of eight) \$166; woods, \$110

COMMENTS: Right-hand only

Circle No. 110 on reader service card

### BEN HOGAN

MODEL: DIRECTOR\*

FEATURES: Forged steel heads with

heel and toe weighting, irons only  
SHAFT TYPE & FLEX: Apex-A (R,S)  
PRICE: \$267.75 for nine irons

MODEL: HIGH CROWN\*

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

PRICE: \$155 for four woods

MODEL: SABER\*

FEATURES: Rounded sole design and classic contouring. Dura-Ply head on woods. Irons have forged heads uniform weight distribution from heel to toe, nickel chrome plating provides lustrous finish

SHAFT TYPE & FLEX: Pro-Fit (R)

WOOD COLOR: Golden oak

PRICE: Irons, \$150 for eight; woods, \$110

MODEL: CLASSIC

CHANGES FOR 1974: None

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

COMMENTS: Available in left-hand

MODEL: BEN HOGAN PERSONAL

CHANGES FOR 1974: None

FEATURES: Available in 10½ or 12 degree loft, has a speed slot for more ball velocity; woods only

SHAFT TYPE & FLEX: Apex (R,S)

WOOD COLOR: Black

PRICE: \$155 for four woods

COMMENTS: Six wood available

MODEL: CURVED SOLE

CHANGES FOR 1974: None

FEATURES: Curved sole and speed slot, low center of gravity to aid getting ball aloft; woods only

SHAFT TYPE & FLEX: Apex-A (R,S)

WOOD COLOR: Black

PRICE: \$155 for four woods

COMMENTS: Seven wood available; also left-hand

MODEL: LOW PROFILE

CHANGES FOR 1974: None

FEATURES: Speed slot, 12 degree loft, smaller head design

SHAFT TYPE & FLEX: Apex-A (R)

WOOD COLOR: Black

PRICE: \$155 for four woods

COMMENTS: Six wood available

**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 Cyclon 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

Circle No. 111 on reader service card

### 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

Circle No. 112 on reader service card

### LOBO GOLF CORP.

**MODEL: '74 LOBO\***  
**FEATURES:** Investment cast stainless steel irons with shaft over hosel

design and graduated offset. Longer blade has a lower center of gravity  
**SHAFT TYPE & FLEX:** Dynamic & lightweight (L,R,S,X)  
**WOOD COLOR:** Mahogany, walnut, black and green  
**PRICE:** Irons, \$250; woods, \$150  
**COMMENTS:** Carbon-graphite shafts available

Circle No. 113 on reader service card

### 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:** 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

Circle No. 114 on reader service card

### 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: 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

Circle No. 115 on reader service card

### MADER

**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:** Cordline, rubber and leather grips

**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:** 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

Circle No. 116 on reader service card

### NORTHWESTERN

**MODEL: TNT\***  
**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 epoxy insert. Investment cast heads. Heads have heel and toe weighting on irons. Woods available in graphite shafts  
**SHAFT TYPE & FLEX:** Graphite shafts in all flexes. Dynamic, lightweight (R,S)  
**WOOD COLOR:** Black ebony  
**PRICE:** Dynamic irons, \$292.50; woods, \$130. Graphite irons, \$1,080;

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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)  
**PRICE:** Irons, \$292.50; woods, \$130

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

**MODEL: LADY THUNDERBIRD**  
**CHANGES FOR 1974:** None  
**FEATURES:** Investment cast, 18-8 stainless steel iron heads, Thunderbird image recessed into back of iron head  
**SHAFT TYPE & FLEX:** Lightweight (L)  
**WOOD COLOR:** Turquoise/blue and white insert  
**PRICE:** Dynamic, irons, \$292.50; woods, \$130

Circle No. 117 on reader service card

**ARNOLD PALMER**

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

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

Circle No. 118 on reader service card

**PEDERSEN**

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

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

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

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

Circle No. 119 on reader service card

**TONEY PENNA**

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

Circle No. 120 on reader service card

**PGA-VICTOR**

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

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

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

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

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

**MODEL: CLASSIC**  
**CHANGES FOR 1974:** None

continued

## CLUBS *continued*

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

MODEL: LADY PAR X  
CHANGES FOR 1974: None  
FEATURES: Lightweight, small diameter shaft without sacrificing club-head size. Added loft and length with flatter lie  
SHAFT TYPE & FLEX: Lady Par Ex (L)  
WOOD COLOR: Royal purple  
PRICE: Irons, \$240 for eight; woods, \$130

MODEL: CONTESSA  
CHANGES FOR 1974: 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 1974: 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

Circle No. 121 on reader service card

### 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,A,R,S,X)  
WOOD COLOR: Walnut  
PRICE: Irons, \$292.50; woods, \$170  
COMMENTS: Rubber grips available

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

Circle No. 122 on reader service card

## 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  
PRICE: Irons, \$238.50; woods, \$128  
COMMENTS: Woods available in graphite shaft at \$140 a wood

MODEL: ACCUBAR\*  
FEATURES: Investment cast heel and toe weighting on iron. Streamline wood design  
SHAFT TYPE & FLEX: Graphite shafts (S,R)  
WOOD COLOR: Black  
PRICE: Irons, \$850; woods, \$450

MODEL: GOLDEN GIRL\*  
FEATURES: Forged steel heads on irons with design to increase loft. Woods, loft increased  
SHAFT TYPE & FLEX: Available in steel shaft (L)  
WOOD COLOR: Golden brown  
PRICE: Seven iron and three-wood combination, \$140

MODEL: GOLDEN RAM  
CHANGES FOR 1974: Dynamic, stiff flex added to line. Irons have weight redistributed away from center of gravity. Woods have brass power weights on back of head  
SHAFT TYPE & FLEX: Dyalite (A-one inch shorter; R, S and S-one inch longer shaft), (S)  
WOOD COLOR: Black/green insert  
PRICE: Irons, \$189; woods, \$120  
COMMENTS: Seven wood also offered

Circle No. 123 on reader service card

## R & M GOLF

MODEL: PINSEEKER OVER-THE-HOSEL\*  
FEATURES: New over-the-hosel investment cast stainless steel irons; new design for back of clubhead  
SHAFT TYPE & FLEX: Dynamic, Dyalite steel (X,S,T,R,A,L)  
WOOD COLOR: Walnut  
PRICE: Irons, \$279; woods, \$180

MODEL: PINSEEKER STANDARD  
SHAFT TYPE & FLEX: Dynamic, Dyalite steel (X,S,T,R,A,L)  
WOOD COLOR: Walnut

PRICE: Irons, \$279; woods, \$180

COMMENTS: New RB 300 graphite-shafted driver also available

Circle No. 124 on reader service card

## 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: CONSWEPT\*  
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 hexagon 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, 3 through 9 and pitching wedge, \$185; woods, \$108

MODEL: ROYAL PLUS  
CHANGES FOR 1974: None  
FEATURES: Investment cast malleable stainless steel irons with fluted carbon steel shaft. Woods have fluted shaft, special insert  
SHAFT TYPE & FLEX: Lightweight

*continued on page 46*

## **CLUBS** from page 44

(R,S), A and X on special order  
WOOD COLOR: Black  
PRICE: Irons, \$267; woods, \$135  
COMMENTS: Right-hand only

Circle No. 125 on reader service 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 heads  
SHAFT TYPE & FLEX: Graphite composite shafts offered. Rather than flex stiffness, Shakespeare tests showed shaft length and clubhead weight should be the primary consumer variable considerations for its graphite clubs  
WOOD COLOR: Mahogany/black  
PRICE: Irons, \$32 an iron; woods, \$42 a wood

MODEL: LADIES XLDEBS

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

shaft, \$32 an iron; woods with graphite shaft, \$85 a wood; woods with graphite composite shaft, \$42 a wood

Circle No. 126 on reader service card

## **SHUR-SPORTS**

MODEL: DYNA-V\* (Men's, Ladies')

FEATURES: Aerodynamic principles utilized in design of woods with unique "V" grooves on top of clubhead. "Resonics" principle employed in design of the investment cast irons give a drum head effect  
SHAFT TYPE & FLEX: Lightweight steel (R,S,X,L)  
WOOD COLOR: Men's, black; ladies', blue, autumn orange  
PRICE: Men's, ladies' irons, \$235; woods, \$170

Circle No. 127 on reader service card

## **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

Circle No. 128 on reader service card

## **SPALDING**

MODEL: PRO FLITE\*

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

MODEL: TOURING PRO\*

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

MODEL: TOP FLITE

CHANGES FOR 1974: Woods and irons feature dynertial weighting system giving three-dimensional effect. Weight in heel, toe and sole of club for lower center of gravity. Irons have stainless steel heads, chrome exterior and hollow back

SHAFT TYPE & FLEX: Dynamic and lightweight (R,S)

WOOD COLOR: Black/full face maroon insert

PRICE: Irons, \$206; woods, \$140

MODEL: ELITE

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

MODEL: EXECUTIVE

CHANGES FOR 1974: None  
FEATURES: Weight redistribution in woods and irons  
SHAFT TYPE & FLEX: Lightweight (R,S)  
WOOD COLOR: Charcoal gray/black insert  
PRICE: Irons, \$194; woods, \$135  
COMMENTS: Only Spalding model offered in left hand

MODEL: LADIES TOP FLITE

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

MODEL: SANDRA HAYNIE

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

Circle No. 129 on reader service card

## **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

Circle No. 130 on reader service card

## **WILSON**

MODEL: WILSON LADY 1200\*

FEATURES: Investment cast iron with perimeter weighting for a widened horizontal and vertical sweet spot  
Woods are fore-weighted, like men's 1200.  
SHAFT TYPE & FLEX: Ultralite steel (L)

WOOD COLOR: Black with silver fleck  
PRICE: Irons, \$254; woods, \$155

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

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

MODEL: WILSON STAFF  
CHANGES FOR 1974: None  
FEATURES: Irons have adjustable Tungsten steel weight insert, Dyna-power 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

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