



GOLFDOM'S EQUIPMENT '76

# EQUIPMENT

If there was ever a year to look forward to after a dismal '75 equipment season, it has to be 1976.

With the economy on the upswing, consumer purchasing power up and a general good feeling about the future, over 40 companies enter the marketplace in the new year with optimism.

It's obvious that sales won't reach the heights of 1973, but many manufacturers look to the next 12 months as a stabilizing period in the industry after the uncertainty of '75.

Even though business hopes are at a new high, they are tinged with concern over the higher cost manufacturers are beset with in production and eventually pass onto the consumer.

For example, three companies, AMF/Ben Hogan, Acushnet and Wilson hit around \$500 each on the retail price of their top pro-line set of clubs, Hogan with its Producer, Acushnet with its new PRO 100 and Wilson with its 1200.

Almost every firm in the country has increased its retail prices on equipment. According to GOLFDOM figures, Action, Cobra, Confidence, Crookshank Dorset, Faultless, Keller, Red Hot and Royal have held the line and stayed with the same prices on most of their continued lines. Higher prices seem a concern to all pro shop operators. As one told GOLFDOM recently, "Some of these companies will price themselves right out of this market."

As always, there are a lot of new lines out for the coming year and several less popular models have fallen by the way side.

Dunlop has upgraded its club line with improvements in its Investment Cast series. Both the in-hosel and over-the-hosel models are improved, while a 200 model, in vogue because of the Bicentennial, has replaced the Maxpower. The Susie Maxwell Berning and Bob Charles models are out of production, but a new low handicap model, Australian Maxfli, is now in style.

Florida's Golf Limited has two new lines for '76. Conqueror irons and Grandee woods are both becoming popular for the Orlando firm. The irons feature a special sighting feature in the hosel.

Hillerich & Bradsby is offering new Scotch Blade irons for '76. The forged clubs are a throwback to the classic style of yesteryear. AMF/Ben Hogan is putting



'76



the emphasis on a new persimmon wood called the 8080. The Golden Broan color is also featured on a driver with a 11° loft.

Keller has finally perfected some woods to go along with its array of cast irons. Known as the Slim and Super Slim, the two models both feature shallow faces with the latter having the shallowest in the industry.

Company president Walter Keller told GOLFDOM his woods put the center of gravity below the ball and it is a big aid in getting a high arching flight.

MacGregor has added the MT to its models for '76. The cast irons reveal a no gimmick look. The MT offers new innovations, according to the manufacturer, that pros prefer. The woods are classic shaped and perfectly matched with a laminated head having the look and feel of persimmon.

At Royal, the Connecticut firm has a pair of new woods on the market. The Brass wood offers greater consistency. Royal also has a Fairway model, priced competitively with a retail list at \$150.00 for four. Simmons insists that weight management is the key to its new Merlin woods and irons. Total club balance for accurate shot control is the basis for Merlin.

Nostalgia is still on everyone's mind and much more so at Spalding. Technical creators there have come up with the Top Flite Legacy, a dramatic recreation of the 1953 Top Flite, Spalding still gets requests for. According to Spalding's Dick Ferenz, the Legacy looks to be one of the biggest success stories of the year for the Chicopee, Mass., company. The grip of the club even brings back memories, it commemorates Spalding's 100th anniversary in business.

Shafts will continue to make news in '76, as graphite and titanium continue to improve their respective positions in the marketplace. The quest for the less expensive graphite shaft is still on and some shaft manufacturers are trying to utilize a composite of different materials to achieve sales goals.

Recently introduced by the 3M Company is the new Carbonflite shaft, a combination of graphite and reinforced plastic. Unlike most composite shafts, where the fiberglass laminates are utilized, the 3M shaft has its fiberglass material crosswoven with fibers running at right angles.

Maybe the biggest mover of '76, though, will be

titanium in both shafts and clubs. Prohibitive in price to most consumers (one firm is selling irons at \$50 apiece), the private club member might opt for such shafts and clubs.

Six alloys join together in titanium offering significant weight advantage over steel, but with no loss of strength. The same principle holds true for irons manufactured out of titanium. Developed by Con-Sole, the titanium club could make an impact on the '76 market.

Titanium irons may represent the most dramatic club design break-through in years. This concept is a product of two years of research, development, and testing resulting in:

1. Clubs having an inertial efficiency (increased sweet spot) in excess of 307 percent greater than that of stainless cast clubs.

2. A concept whereby the "zero torque point" or center of the mass of the head is maintained in the exact geometric center of the face of the club on both the horizontal and vertical axis.

3. A design whereby the face area of the long irons (No. 2) is greater than that of the five iron in conventional sets.

4. A club head material harder, stronger, and infinitely more corrosion resistant than the stainless steels available.

In the production of irons today, toe-heel weighting is a popular, valid, and viable concept. The application

of the basic laws of physics concerning mass, momentum, and inertia, convinced engineers of the validity of the principle of toe-heel weighting . . . i.e. the greater the distribution of a given total weight on an axis of given length, the greater the moment of inertia.

Present manufacturing technology employing the use of stainless steel with or without tungsten inserts, provides an advantage over the forged heads. However, stainless is a heavy metal and tungsten even heavier, and therefore, it is virtually impossible to materially increase the "sweet spot" and maintain the necessary range of swing weights . . . unless of course, the size of the head is reduced, and that is totally unacceptable.

In order to materially increase the "sweet spot", it was determined that a new metal, lighter in weight, and having an excellent strength for weight ratio, must be found. Further investigation determined that the metal that offered the greatest design latitude for the head was titanium in combination with tungsten inserts for peripheral weighting.

Weighing 44 percent less than steel, titanium is one of the strongest, lightest, and most corrosion resistant metals known to man. Its use in the past has been in limited applications in the aircraft and aerospace industries where strength for weight ratios and corrosion factors are paramount.

In all instances of utility requirements for club heads, titanium exceeds those of stainless steel (hard-



ness, strength, ductility, corrosion resistance and polishability).

The obvious disadvantage of titanium is the high cost of the raw metal, and the expensive and complicated investment casting technology required.

Casting operations for titanium are much more complicated than stainless steel. Unlike steel, the casting must be done in a vacuum and spun centrifugally while casting. This process plus the high cost of the raw metal results in a finished head costing five times that of a stainless steel head.

Tungsten has the highest density of all the common engineering materials having a weight twice that of steel, more than four times that of titanium, and 50 percent more than lead.

Testing of prototype titanium clubs involved several of the leading tour professionals over a period of seven months. They have been tested on hitting machines, and in static testing using an electronic inertial scan device. All three phases of testing confirmed the validity of the design concept.

A shot hit on the sweet spot of a titanium head will not travel any farther or straighter than the same shot hit on the sweet spot of any other stainless steel or forged head.

Unfortunately, it is extremely difficult to hit on the sweet spot — whether one is a touring pro, club pro or low handicapper . . . and of course, the problem becomes more aggravated as you move up the range of

handicaps. Obviously, these miss-hit shots result in loss of distance and off line shots that end up in the rough, bunker and often times the boondocks.

Since it is virtually impossible to develop a swing so perfect as to hit the sweet spot every time, the alternative is to increase the size of the sweet spot and thereby substantially increase the margin for error.

This is exactly what has been accomplished with a titanium-tungsten combination . . . by distributing or concentrating the mass the greatest distance from the center of the club face along the longitudinal axis of the club head to attain the largest sweet spot ever built into an iron. And with toe inserts high and low, the sweet spot is increased vertically as well as horizontally.

Another design feature of titanium clubs is the ability to control swing weights by the adjustment of the tungsten inserts. So, whether it is a C-5 or a D-6 or anything in between, the weight will be where it should be and the zero torque point will be maintained in the exact geometric center of the club face.

Another significant advantage of using titanium in the club head, is the ability to make the head larger. Club heads on conventional long irons have necessarily been small because of swing weight requirements. As a result, many or most amateurs have eliminated the No. iron from their set.

In spite of the different materials, models and types of equipment on the market, there still lies the basic marketing philosophies of the different companies.

Royal's Bob Marchetti has been in the golf business for a dozen years and says anything has to top '75 for sales and '76 looks a lot better. "So much depends on the economy. People obviously weren't buying the big ticket items this year," Marchetti added that Royal along with the whole industry was watching the figures to see how the future would go.

"I think a lot of pros were afraid to buy last year. Orders dropped dramatically," said Marchetti. At Faultless, vice president of operations Ralph Maltby told GOLFDOM his company had a good effort at the PGA Merchandise Show in Orlando and the year has been better than expected.

"Predicting the growth of this industry is very tough. It always seems there is a new innovation or something that picks the market up when it needs it," Maltby commented.

Other industry observers admit the resurgence of the market may take two or three years more to once again attain the production of the early 1970's. The general uncertainty of the economy makes it tough to figure the buying habits of the golfing public.

Rising prices, the competition from the growing amount of retail outlets with pro-line merchandise and the uncertainty of many pros themselves will force many to look at '76 with a watchful eye.

Although there is more competition in the market than ever before, there were no casualties over the last year. All 46 companies that entered the market at the beginning of the year are still around.

Several small firms have made strides in their relative infancy including, Action, American Precision, Golf Limited, Gnu, LeMaster, Lil David, Pacifica, Power Track, Red Hot, Shamrock, Square Two and U.S. Precision. *(Equipment data begins on Page J)* □



	Model	Features	Shaft Type and Flexs	Retail Price*	Wood Color
<b>Action</b> P.O. Box 10237 Sarasota, Fla. 33578	Action	Cast irons feature slight offset with shaft-over hosel.	Dynamic/ A,R,S,X	\$448.00	Walnut
	The Greatest	Cast irons feature classic blade, hosel over shaft & hollowed out sole.	Dynamic/ A,R,S,X	\$292.50 (9-Irons)	
<b>Acushnet</b> P.O. Box B-965 New Bedford, Ma. 02741	Titleist PRO 100	New for 1976.	Steel/R,S	\$500.00	Black with black Cyclocac insert
	Finalist	Laminated woods.	Pro Fit/R	\$186.50 (8 Irons-3 Woods)	Walnut
	Titleist AC-108	Mico balanced woods, laminated heads; corrective action irons, Tungsten Wt. toe/heel.. Cast.	True Temper A,L,R,S,X	\$448.00	Mahogany
	Titlette	Laminated woods. Available in combo units only.	Pro Fit L,R	\$186.50 (8 Irons-3 Woods)	Blue
<b>American Precision Golf Corp.</b> 1566 Rowe St. Worthington, Minn. 56187	American	Woods precision weighted at four points.	Unilite/ R,M,S	\$495.00	Orange & Black
	Golden Touch	No shank hosel, 23% hitting area in face. Sole plate covers 3 quarters of club. Cast.	Unitip L,A,R,S,X	\$467.00	Walnut
<b>Cobra Golf, Inc.</b> 5569 Kearny Villa Rd. San Diego, Calif. 92123	Cobra	Toe/heel "Perimeter wt." Irons, investment casting.	Dynamic/ X,L	\$462.50	Black or Dark Walnut
	Solid State Woods	1 piece sole plate & insert.	All Types/ Steel	\$186.00 (4 Woods)	Mahogany Black
<b>Confidence Golf Co.</b> 13402 Estrella Ave. Gardena, Calif. 90248	Confidence II	Slight offset thin hosel. Cast.	All Types/ Steel	\$315.00	
	Confidence	Original cast iron for the strong player.	Dynamic/ A,L,R,S,X	\$457.00	Mahogany, Black Insert
	Stature	Irons feature double cavity back, featuring power bar. Cast.	Dynamic/ A,L,R,S,X	\$483.00	Dark Walnut
	Confidence Open	Investment cast, new open stock wood.	Dynamic/ A,L,R,S,X	\$304.00	Light Mahogany
	Lady Stature	Investment cast, new open stock wood.	Dynamic/ A,L,R,S,X	\$304.00	Blue
<b>Con-Sole Golf Corp.</b> P.O. Box 679 School House Rd. & U.S. 1 Kennett Square, Pa. 19348	Titanium Irons	Cast with tungsten inserts for the ultimate in toe-heel weighting.	Titanium/ A,L,R,S,XS	\$750.00 (9 pieces)	
<b>Crookshank</b> P.O. Box 236 Middlefield, Ohio 44062	Crookshank	Laminated heads on woods. Cast irons	Dynamic/ R,S,L	\$434.00	Brown
	Dorset I	Cast Irons-cavity back.	Steel/ L,R,S,X	\$382.00	Black
<b>Dorset Corp.</b> P.O. Box 491 Pawtucket, R.I. 02862	Dorset II	Designed with faces form leading and trailing edge.	Steel/ L,R,S,X	\$475.00	Ebony Black
	Maxfli Investment Cast in-the-hosel	Investment cast irons & wood soleplate system.	Dynamic/R&S	\$468.50	Black
<b>Dunlop Tire &amp; Rubber Co.</b> Sports Division P.O. Box 1109 Buffalo, N.Y. 14240	Maxfli Investment Cast over-the-hosel	Stainless steel Irons, woods shallow faced.	Dynamic/R&S	\$468.50	Black
	200 Model	Irons are high-grade carbon alloy. Forged.	Dynamic/ R,S,A,X	\$411.00	Chestnut Brown
	Lady Maxfli	Cast Irons. Two piece wood soleplate.	Dynamic/L	\$435.00	Blue
	Australian Maxfli	Forged Irons, sole-plated woods. Low handicap club.	True Temper R, S	\$527.00	Black
<b>Falcon</b> 1956 Hilton Road Ferndale, Michigan 48220	Bench-Made	Custom-fit to golfers specifications. Cast.	Dynamic/L, A,R,X,S	\$194.00 (4 Woods)	Black Walnut
	Fore-31	Long blade-shaft in hosel.	Graphite also available Dynamic/ L,A,R,S,X	\$315.00 (9 Irons)	Mahogany Burgundy
<b>Faultless</b> 160 Essex Street Newark, Ohio 43055	Omega	Investment cast, system-one. Irons-tunnel sole woods.	Dynamic/R&S	\$424.00	Blk. stain & Blk. insert gold decals
	Centra Centra-Ladies	Investment casting classic blade shape. Shaft over hosel assembly.	Dynamic/R&S Dynamic/L	\$364.00 \$364.00	Black Blue
<b>Golf Limited</b> 7629 Currency Drive Orlando, Fla. 32809	Conqueror Irons	Investment cast. Sighting feature in hosel.	Dynamic/ L,A,R,S,X	\$280.00	
	Grandee Woods	New hardwood development.	Dynamic/ L,A,R,S,X	\$160.00	Natural
<b>Gnu Golf Industries, Inc.</b> 802 Spruce Lake Dr. Harbor City, Calif. 90710	Gnu	Adjustable heel-toe weighting in woods. Cast.	Dynamic/ A,L,R,S,X	\$435.50	Chestnut, Black, Cherry & Blue

	Model	Features	Shaft Type and Flex	Retail Price*	Wood Color
<b>Walter Hagen Golf Equip. Co.</b> 3721 Hagen Drive, S.E. Grand Rapids, Mich. 49508	Ultradyn II	Foreweighted woods, perimeter weighted irons, over hosel construction.	Counter-torque/R&S	\$499.00	Chestnut Supreme
	Haig Ultra	2 Wood lines available traditional block & foreweighted Model 75. Optimal weight distribution in irons due to tapered hosel, roll back design.	Ultralite/R&S	\$419.00	Presidential Black
	Lady Ultra	Higher loft on woods to provide higher trajectory.	Ultralite/L	\$419.00	Slate Blue
	Hagen International	Irons have wide contour sole, lowering the center of gravity.	Steel/R	\$199.00 (8 Irons, 3 Woods)	Walnut
	American Lady	Compact head provides better control.	Ultralite/L	\$199.00	Slate Blue
<b>Hillierich &amp; Bradsby Co.</b> P.O. Box 506 Louisville, Ky. 40201	Citation Woods & Irons	Brass back on woods, power flange, bevel sole on irons. Forged irons.	Steel/R&S	\$409.50	Black
	Thoroughbred	Brass back on woods, investment cast irons with over the hosel shaft.	Steel/R&S	\$454.00	Walnut
	Countess	Brass back on woods, bevel sole on irons. Forged.	Steel/L	\$324.50	Blue
	Power-Bilt	Laminated woods, power weight flange on irons. Forged.	R&L (steel)	\$176.00	Walnut
	Power-Bilt junior clubs	Laminated woods, center point flange back. Forged.	R (steel)	\$97.00 (4 Irons, 3 Woods, 1 Putter)	Cherry
	Scotch-Blade Irons	Forged, contour bevel sole.	Steel/R&S	\$231.75	
<b>AMF/Ben Hogan</b> 2912 W. Pafford St. Fort Worth, Tex. 76110	Producer	Investment cast stainless steel irons made from special alloy which gives soft feel of forged club.	Apex/A,R,S	\$499.95	Black
	Director	Forged Steel heads, heel/toe weighting	Apex/A,R,S	\$477.00	Black
	Apex	Low wt. distribution & longer scoring lines on face which give better alignment. Forged steel heads.	Apex/R,S,X	\$465.95	Ebony
	Saber	Rounded sole design & classic contouring. Durably head on woods. Irons have forged heads. Uniform wt. distribution from heel-to-toe.	Pro Fit/R	\$260.00 (8 Irons, 4 Woods)	Golden Oak
	8080 Persimmon for men	8-inch roll & bulge; black insert; driver has 11 loft.	Apex/R,S,X	\$200.00 (4 Woods)	Golden Broan
	Low Profile	Speed slot, 12 degree loft, smaller head design.	Apex/A,R	\$180.00 (4 Woods)	Black
	Lady's Director	Same as men's Director.	Apex/L	\$264.00 (8 Irons)	Midnight Blue
	Lady Classic Apex	Same as men's Apex.	Apex/L	\$257.20 (8 Irons)	
	Apex Woods for Women Princess	Blade on blade design, low wt. distribution. Woods with slight contoured sole. Forged.	Apex/L	\$176.60 (4 Woods)	Midnight Blue
<b>Holiday</b> 16224 Garfield Ave. Paramount, Calif. 90723	Vicuna	Irons have single cavity back.	Lightweight Apex/L	\$236.20 (8 Irons, 4 Woods)	Cobalt Blue
	Impact	Cast, heel/toe weighting.	Dynamic/A,R,S	\$444.50	Black
<b>Mac Hunter Co.</b> P.O. Box 96, Rancho Santa Fe, Calif. 92076			Dynamic/All	\$462.50	Dark Cherry
	Auld Classic	In hosel investment cast heads, leather grips. Metal softened to give forged feel. Rounded solid back.	Dynamic/A,R,S,L,X	\$537.50	Natural Wood Grain
<b>Karsten Mfg. Corp.</b> 2201 W. Desert Cove Phoenix, Arizona 85029	Ping	Toe-heel balance, investment casting.	R,S	\$469.00	Black with Red Insert
<b>Keller</b> 2140 Westwood Blvd. Los Angeles, Calif. 90025	211	Rounded back & rocker sole, investment cast also available in stainless steel & graphite.	Dynamic/L,A,R,S,X	\$297.00	
	Premium Persimmon		Dynamic, Stainless Steel or Graphite/L, A,R,S,X	\$186.00 (4 Woods) \$218.00 (4 Woods stainless)	Antique Cherry
	MC	Corrosion resistant inside and out. Cast.	Dynamic/L, A,R,S,X	\$297.00 (Irons only)	
	K3	Stainless steel shafts are 10% lighter than ordinary steel. Cast.	Dynamic or Stainless steel/A,R,S,X	\$297.00 (9 Irons) \$360.00 (9 Irons stainless)	

	Model	Features	Shaft Type and Flex	Retail Price*	Wood Color
	Slim Woods	New design features shallow faces, low center of gravity.	Dynamic, Stainless steel, Graphite/L,A,R,S,X	\$170.00 (4 Woods) \$202.00 \$125.00 ea.	Black
	Super Slim Woods	Shallowest face in the industry.	Dynamic, Stainless steel, Graphite/L,A,R,S,X	\$170.00 (4 Woods) \$202.00 \$125.00 ea.	Black
<b>LeMaster</b> 5000 Overland Ave. Culver City, Calif. 90230	LeMaster	Reduced hosel weight, rounded toe, lower center of gravity. Cast.	Dynamic/R,S,X,L	\$487.50	Natural & Cherry
<b>Lil David</b> 7844 Convoy Court San Diego, Calif. 92111	Slingers	Drop line parallel to leading edge, exaggerated rocker sole.	Dynamic/R S R,S	\$447.00	Cherry Mahogany
<b>Lynx Precision Golf</b> 7302 Adams Street Paramount, Calif. 90723	U.S.A.	Tapered hosel design. Persimmon woods with heel, toe and back weights. Cast.	Dynamic/L,A,R,S,X	\$485.00	Black with Scarlet Insert
	Tigress	Exclusively designed for ladies and not available with men's specifications.	Dynamic/L	\$332.00	Deep Blue with Ivory Insert
	Master Model	Heel/Toe weighting in woods and irons. Cast.	Dynamic/L,A,R,S,X	\$475.00	Pecan with Black Insert
	CR Irons	Cast stainless steel. Shaft-over-hosel.	Steel/L,A R,S,X	\$315.00 (1-9, PW, SW)	
<b>MacGregor Company</b> One Brunswick Plaza Skokie, Illinois 60076	MT	All new for '76. No gimmick appearance. Classic designs. Cast.	Steel/R,S,L	\$400.00	Black
	DX Model	Laminated wood heads, conventional sole. Concave back design.	Super DX Champion R & L	\$169.00	(Men's) Antique Golden Oak finish (Ladies) Midnight Blue Antique
	VIP by Nicklaus	Larger hitting area on woods, heel/toe weighting on woods. Cast.	Micro Step/R&S	\$460.00	Applewood Stain Finish
<b>Northwestern Golf Co.</b> 4701 N. Ravenswood Ave. Chicago, Ill. 60640	Thunderbird	18-8 Stainless investment cast, woods have distinctive brass backweights.	Dynamic/R,S,X	\$422.50	Ebony Black
	TNT	Woods have toe/heel weighted insert and brass backweight. Irons are stainless steel investment cast.	Fluted "LTS"/R	\$325.00	Black, Walnut
	Lady Ultimate	Distinctive forging design helps get ball up faster.	Lightweight Steel/R	\$271.00	Royal Blue
	Thunderbird II	Aerodynamic styled woods with black brass weighted inserts. Investment cast over hosel irons.	Dynamic/R&S	\$422.50	Ebony Black
	RB-70	18-8 stainless steel iron with toe/heel, perimeter weighting. Cast.	Pro-Action Multi-Step-R	\$390.00	Black
	RB-68	New forging gives many design advantages.	"LTS"/R	\$271.00	Black
	RB-200	Toe/heel weighted with cavity back design. Forged.	"LTS"/R	\$255.50	Black & Walnut
	Tournament	Forged irons offer toe/heel weighting.	Micro-Lite/R	\$200.00	Dark Walnut
	Signature	Forged irons with chrome plating and regular scoring and blasting.	Proflex/R	\$176.00	Rosewood
<b>Pacifica</b> 2430 Stanwell Drive Concord, Calif. 94520	Bamboomer Woods	Laminated bamboo heads guaranteed not to crack.	Dynamic or Dyna-Lite A thru X	\$180.00	Dark Mahogany
	Soft Touch Irons	Investment cast computer weight stainless steel alloy.	Same as woods	\$289.00	
<b>Pedersen Div. of O. F. Mossberg &amp; Sons, Inc.</b> 101 Powdered Metal Dr. North Haven, Conn. 06473	Spoiler	Irons investment cast. Brass plated toe weight medallion.	Graphite/L,S,R,X	\$1,470.00	Burl Oak
	17-4 Model	Investment cast irons with offset. Woods — Pedersen Onyx insert.	Dynamic/L,A,R,S,X Graphite/L,S,R,X	\$515.00 \$1,360.00 (Graphite)	Black
	100 Model	Persimmon heads. Jade insert. Cast.	Dynamic/L,A,R,S,X Graphite/L,A,R,S,X	\$450.00 (Dynamic) \$1,380.00 (Graphite)	Antique Pecan
	Custom Men's	Laminated woods. Forged irons.	Dynamic/S,R	\$470.00 (Dynamic) \$294.00	Black



	Model	Features	Shaft Type and Flexs	Retail Price*	Wood Color
	Custom Ladies	Laminated woods. Silver cyclocac insert. Forged.	Dynamic/L	\$294.00	Black
<b>Toney Penna Co., Div. A-T-O, Inc.</b> Toney Penna Drive Jupiter, Fla. 33458	Penna T.I.P. Irons	Irons investment cast. No hosel design.	All Flexes in Lyte Wate or Dynamic Steel	\$288.00	
	Penna Woods	Persimmon or laminated woods. No. 6, 7, 8 wood available.	Graphite/A, L,R,S,X Dynamic/A L,R,S,X	\$117.00 (Ea. Wood) \$172.00 (4 Woods)	Mahogany, Black Cloud, Pecan
<b>PGA/Victor</b> 8350 N. Lehigh Ave. Morton Grove, Ill. 60053	Ryder Cup II	Investment cast irons; heel/toe balanced woods.	Dynamic/R,S	\$469.50	Dark Maroon
	Par Ex	Investment cast irons; laminated woods.	Steel/R&S & Par Ex	\$387.50	Black
	Vardon Cup	Forged Irons, heel/toe weighted.	Black Band Dynamic/R&S	\$406.50	Honey
	Emblem	Laminated woods, sole-weighted irons. Forged.	Steel/R	\$175.00 (3 & 8)	Black
	Classic irons.	Laminated woods; Nickel-chrome finished	Steel/R	\$159.60	Black
	Lady Ryder Cup II	Investment cast irons; heel/toe balanced.	Dynamic/L	\$469.50	Dark Maroon
	Lady Par Ex	Investment cast irons. Slight offset and increased loft on irons.	Par Ex shafts/L	\$360.00 (3 & 8)	Midnight Blue
	Contessa	Laminated woods; sole weighted irons. Cast.	Steel/L	\$175.00	Powder Blue
	Lady Classic	Laminated wood heads, nickel-chrome finished irons. Sets of 2 and 5 available for beginners.	Steel/L	\$159.60	Black
<b>Pinseeker Corp.</b> 2088 Sunset Drive Pacific Grove, Calif. 93950	RB 350	Investment cast irons that offer a lower center of gravity.	Dynamic/L,R,S,X,A	\$513.00	Walnut
	RB 300	Heel/toe perimeter weighting. Rocker sole. Shaft over hosel. Women's model also available.	Dynamic/R,S,X,A	\$513.00	Walnut
<b>Power Track Golf</b> 10869 Portal Dr. Los Alamitos, Calif. 90720	Power Track	Semi-cavity back distributes weight around the perimeter. Cast.	Dynamic/L,A,R,S,X & M/S	\$497.00	Walnut
<b>Pro-Dyn, Inc.</b> 11703 Chesterdale Rd. Cincinnati, Ohio 45246	Pro-Dyn 2	Investment cast stainless steel irons with over hosel design.	Dynamic/L, AL,A,R,RA, SR,S,XS,X	\$462.50	Antique Walnut
	Pro-Dyn 1	Investment cast irons with over hosel design.	Same as Pro-Dyn 2	Same as Pro-Dyn 2	Black with Scarlet Insert
	WPDP	Persimmon woods.	Same as Pro-Dyn 2	\$190.00 (4 Woods)	Black Onyx
<b>ProGroup, Inc.</b> 99 Tremont Street Chattanooga, Tenn. 37505	Phantom	Clubs feature toe-high look. Maximum scoring. Sharp leading edge.	Dynamic/R&S	\$445.75	Black
	N.A.L.G.	Forged iron conventional hosel, window insert in wood.	Dynamic Steel/R&S	\$378.50	Walnut
	Golden Eagle	Forged iron, conventional hosel, window insert in wood.	Dynamic/R,S	\$378.50	Black
	First Flight FTD	Forged iron, square toe, sole weighted no hosel, brass back weight on wood.	Dynamic/R&S	\$398.50	Walnut
	Lady Palmer	Split weight design iron. White insert in wood. Forged.	True Temper/L (8-Irons, 4 Woods)	\$184.00	Blue
<b>Ram Golf Corporation</b> 1501 Pratt Blvd. Elk Grove Vlg., Ill. 60007	Accubar	Investment cast.	Dynalite/R Dynamic/S	\$457.00	Black
	Lady Craigton	Extra loft for higher trajectory. Cast.	Lightweight Steel.	\$324.00	Carmel
	XS1000	Investment cast.	Ramlite/R Dynamic/S	\$383.50	Black
	Golden Ram	Heel/toe weighted. Forged.	Dynalite/R Dynamic/S	\$340.00	Ebony
<b>Red Hot</b> P.O. Box 78 Trinidad, Colo. 81082	Cherry Bomb	Full epoxy insert on woods. Cast.	Dynamic/L, R,X,S Graphite, all Flexes	\$468.00 \$1,745.00 (Graphite)	Jet Black Cherry Red Bonnie Blue Pecan
<b>Royal Golf</b> Rubber Ave. Naugatuck, Conn. 06770	Royal Daisy	Daisy Insert, grip, laminated maple. Cast.	Lightweight Steel, Ladies	\$335.00	Green, Blue
	Royal Brass Woods	Cyclocac Insert.	Dynamic/R&S	\$160.00 (4 Woods)	Black
	Royal Perimeter Cavity Irons	Perimeter cavity in back of club, wt. in center. Cast.	Dynamic/All	\$285.00 (9 Irons)	
	Royal Fairway Woods	Unitized step down shaft.	Dynamic/All	\$150.00 (4 Woods)	Black

	Model	Features	Shaft Type and Flex	Retail Price*	Wood Color
<b>Shakespeare</b> c/o Shakespeare/Plymouth Butler Pike Plymouth Meeting, Pa. 19462	Sigma	Stainless Steel investment cast irons w/Sigma Shaft.	Graphite/ X,S,R	\$90.00/Wood \$54.00/Iron	Black head Sigma Insert
	Mach II Alpha	Forged irons w/Mach II Heads.	Composite Graphite, X,R	\$45.00/Wood \$35.00/Iron	Golden Walnut
	Mach II Alpha Ladies	Forged irons.	Composite Graphite, R only	\$45.00/Wood \$35.00/Iron	Golden Walnut
<b>Shamrock Golf Company</b> 10850 Wilshire Blvd. Suite 560 L.A., Calif. 90024	Power Pocket	All swing wts. placed in club head thus all are equal. Cast.	Dynamic/ All	\$337.50 (9 Irons)	Green or Walnut
	Custom Woods	Degree of loft, open or hooked face available, as desired.	Dynamic/ All	\$190.00 (4 Woods)	
<b>Simmons International Corp.</b> 1048 Burgrove Street Carson, Calif. 90746	Merlin	Polished stainless steel, Accu-set hosel, encased end-grained maple heads.	Steel/R	\$352.00	Red Mahogany
	Honeycomb Irons & Stinger Woods	Stainless steel cavity back polished surface. Encased shaft over hosel. Cast.	Dynamic Steel	\$383.00	Walnut
	SI Woods		Standard Dynamic Steel Standard	\$116.00 (4 Woods)	Black (Cyclac Skin)
<b>Spalding</b> Meadow Street Chicopee, Mass. 01014	Elite Centurion	Investment cast irons. Woods have brass back.	Dynamic/ R,S	\$490.00	Black
	Top-Flite	Cast. Heel/toe weighting.	Lightweight/ R,S	\$415.00	Black
	Top-Flite Legacy	Rebirth of classic look. Cast irons.	Dynamic/ R,S	\$460.00	Black
	Ladies Top-Flite	3-point Dy-Nertial weighting.	Lightweight Steel, R,S	\$373.00 (8 & 4)	Cranberry Royale
	Esprit	Irons perimeter weighted for expanded sweet spot. Cast.	Dynamic/ R&S	\$233.50 (8 & 3)	Black
	Pro Flite	Computer-matched to swing and feel. Forged irons.	Dynamic/ R&S	\$175.00 (8 & 3)	Ebony
	Marilyn Smith	Forged irons. Durable laminated wood heads.	Dynamic/ R&S	\$175.00 (8 & 3)	Applewood Green
<b>Kenneth Smith Golf Club Co.</b> 1801 Baltimore K.C., Mo. 64108	Royal Signet	Made to personal requirements. Irons forged. 3 months on all orders.	36 flexes Graphite	\$125.00 (Ea. Wood) \$105.00 (Ea. Iron)	All Colors
			Steel	\$65.00/Wood \$45.00/Iron	
<b>Square Two Golf Corp.</b> 6 Franklin Ave. Oakland, N.J. 07436	Square Two	Every club has the same total weight, same swing weight and same center of gravity. Cast.	Steel/ R,S	\$495.00	Black
<b>Stag Golf</b> 16224 Garfield Ave. Paramount, Calif. 90723	Nova Irons	Cast. Cavity back.	Dynamic/L, A,R,S,X	\$301.50	
	Classic Irons	Compact blade with barrell hosel. Cast.	Dynamic/L, A,R,S,X	\$301.50	
	Custom P Woods	Genuine American Persimmon with heel/toe weighting.	Dynamic/ A,R,S,X	\$190.00 (4 Woods)	Black
	Custom L Woods	Cross grain, laminated wood with heel/toe weighting.	Dynamic/ A,R,S,X,L	\$170.00 (4 Woods)	Black
	T.P.D.	Classic head shape with deeper face.	Dynamic/ A,R,S,X	\$50.00 (each)	Walnut
<b>U.S. Precision, Inc.</b> 931 S. Douglas St. El Segundo, Calif. 90245	Coot Woods	Bamboo are impervious to atmospheric and climatic conditions.	Steel/ A,R,S,X	\$200.00	Tan or Chocolate
	Coot Irons	Investment cast stainless steel.	Steel/ A,R,S,X	\$283.50	
	Coot Forged	Irons are copper alloy.	Steel/ A,R,S,X	\$860.00	
<b>Wilson Sporting Goods</b> 2233 West Street River Grove, Ill. 60171	1200	Foreweighted woods, over the hosel irons w/perimeter weighting.	R,S, (A & X special order) counter torque	\$499.00	Ebony
	Staff	New for '76. Woods have Strata-Bloc with red insert.	R,S, (A & X special order) Dynamic	\$419.00	Ebony
	X-31 Plus	Beveled & contoured iron soles.	R,S/Pro-Fit	\$399.00	Chestnut Pecan
	Julius Boros Professional		R, Light Steel	\$140.25 (8 Irons, 3 Woods)	
	Lady 1200	Foreweighted woods, over the hosel, perimeter wtd. Irons counter-torque shaft.	Counter- torque/L	\$499.00	Ebony
	Lady X-31 Plus	Forged cavity back for wider sweet spot.	Pro-Fit/L	\$264.00	Chestnut
	Berg Professional	Short hosel for improved weight distribution.	Lightweight,L	\$140.25 (8 & 3)	Black Cherry