

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

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

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

CLARKE, CARDI IN PGA PREXY RACE; ORLICK BOWS OUT

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

A contest for the office is now shaping up between *Bill Clarke*, professional at the Hillendale CC, Phoenix, Md., and former treasurer and present secretary of the PGA, and *Frank Cardi*, professional at Rockaway Hunt Club, Cedarhurst, N.Y., and a national vice president of the PGA.

At press time, the PGA had received only these two nominations for the office. Sections do have until September 16 to submit bids to the PGA. Elections will be held November 14 in Los Angeles at the PGA annual convention.

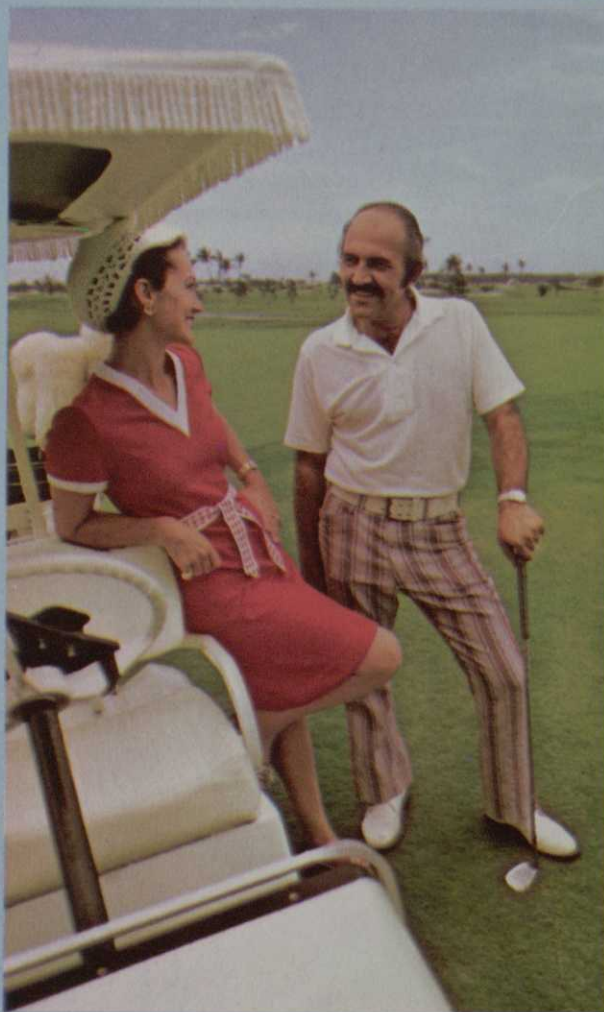
FOR THE SWINGING SET

Bodin Knits

so luxurious you'd never suspect they're practical.

Exclusive Pro Shop Distributor
for Bodin doubleknit-coordinates of
DuPont Dacron®polyester:

George Cook, Ltd., P.O. Box D
8859 S.W. 129th Terrace, Miami, Fla. 33156
(305) 233-3081



George Cook, Ltd. • P.O. Box D • Miami, Fla. 33156
Please send a rep with your fabulous BODIN Fashions:

Name _____ Tel. _____

Address _____

City _____ State _____ Zip _____

For more information circle number 150 on card

Our editors daily scout the sportswear market, working with the top specialists in the golf apparel field: Promotion, publicity and advertising directors, as well as showroom managers, salesmen, and in some special cases, designers themselves, help us keep abreast of the everchanging golfwear market. It's not only a matter of what's happening now, fashion-wise, but what to expect in seasons to come in which their assistance becomes

ON TOP OF THE GOLFWEAR MARKET

infinitely valuable to our continuing search. Many of the 7th Avenue executives GOLFDOM is in touch with are women (despite the stereotype conception of "men only" in the golf industry). They hold top-ranking positions within the market, and affect the sales and ultimately the gross annual income of their respective companies. Because they directly influence our reportage of the golf apparel industry and thereby indirectly influence the golf professional's buying, we've decided to give our readers the following behind-the-scenes glimpse of these powerful, decision-making women. by JEAN CONLON



Abruzzo



Agura



Manyas



Parker



Wilson

A 9 a.m. to 5 p.m., Monday through Friday job is as foreign to **Michele Abruzzo**, director of advertising and publicity, David Crystal, Inc., as some of the exotic countries she travels to on business over halfway around the world. Michele's work day may start anywhere: deep in the safari countries of South Africa, on the golden beaches of Mexico or "at-home" in California, Florida or New York; her hours, anytime: from 5 a.m. for a photography session before the sun rises until well into the night, when she often commentates at after-dinner fashion shows.

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

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

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

then became a merchandising and promotion editor at the young age of 23. In 1968 Michele moved to David Crystal in her present position.

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

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

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

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

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

Mother of a 16-year-old son, Ed-

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

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

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

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

At Jantzen, Ayse was the first woman to take the company's sales training course. Her company teachers would often begin a class with, "Gentlemen and Ayse. . ." not knowing how to tactfully welcome her aboard. Now, she's very much a part of the staff, she feels, since one friendly salesman told her, "Oh, Ayse, you're just one of the guys!" And to prove it is so, the male executives nicknamed her "Ace." (Editors note: the winning connotation being most appropriate.)

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

continued

ON TOP OF THE GOLFWEAR MARKET continued

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

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

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

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

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

Taking sport accounts and giving them exposure through fashion and women's interest press stories seems to work, and work well, for the Parker agency. In her own business now for 10 years, Ms. Parker uses "the human interest approach as opposed to the hard sell sport angle. When we got the Toney

Penna account, for example, we saw to it that the clubs appeared in a physical fitness newspaper story. We worked with three syndications so that the story was picked up by many newspapers all over the country and read by sports fans."

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

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

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

With her one very efficient assistant, Diane Kirpich, **Jan Wilson** runs the New York showrooms for Lilly Pulitzer Mens Stuff. "That means working on 600 accounts with the

bulk of them pro shops, some 90 or so being retail stores," claims energetic Jan.

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

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

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

Does the prospect of being responsible for such a prestigious sportswear line, breaking into the pro shop seem overwhelming? Jan thinks not, "since I really have something to work with now that the initial redesigns have been initiated, sales rocketed and production is up to date." As Jan puts it, "At Lilly Pulitzer Mens Stuff, we're now anxiously ready, set to go. . ."

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-1
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

continued on page 38

* Indicates new model

Special cut-away clubhead shows Ryder Cup II's superior weight distribution.



See and feel the difference for yourself.

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

1. A revolutionary new hosel.

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

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

2. A cavity back.

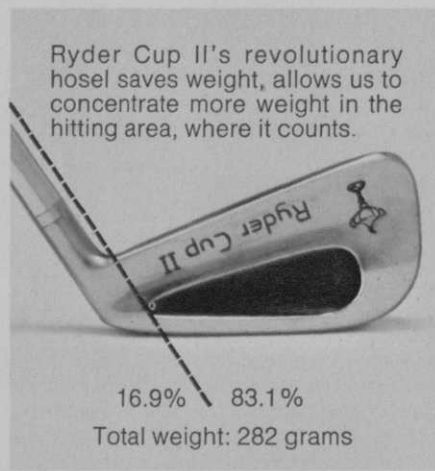
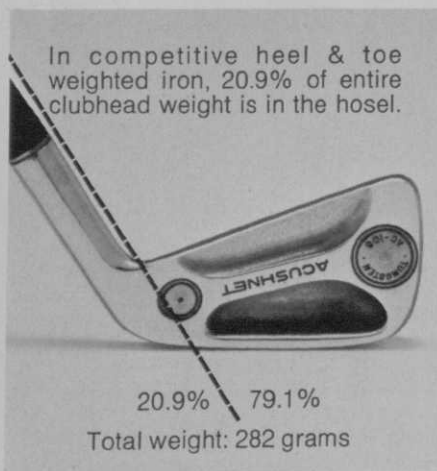
Note the stylish cavity in the back of our clubhead. It does more than just provide a distinctive appearance. It saves

weight. Allows us to add another 15% more weight to the heel & toe area. Only Ryder Cup II irons give you the advantages of both a unique weight-saving hosel and the cavity back.

3. Better positioning of the "sweet spot".

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

It also means that your swing can be a little off (it happens to the best of us) and you can still wind up on or near the green. That's progress.



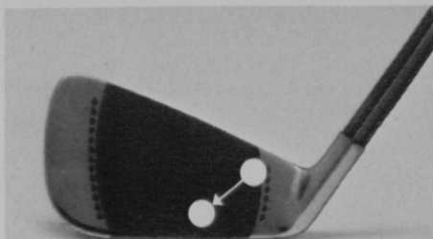
Clubhead Weight Distribution



4. Investment casting.

Innovations 1, 2 & 3 are made possible by PGA's new investment casting process—a completely new standard of precision. Instead of conventional forgings, we use the new "lost wax" process in the making of our clubheads.

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



Added heel & toe weight allows us to move the neutral axis, or sweet spot, lower and closer to center of blade, thereby increasing effective hitting area.

5. Uni-Tip shaft.

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

6. New 4-31 stainless steel.

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

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

Incidentally, you may find that Ryder Cup II will cost you a bit

more. But then, doesn't the best of anything usually cost more?

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




Ryder Cup II

GOLF CLUBS from page 35

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 irons. 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

continued on page 40

*Indicates new model

THE BEST BALL I HAVE EVER PLAYED ... By Ben Hogan

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

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

Why am I so sure?

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

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

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

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

Why not make your own 18 hole test?

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

Ben Hogan



AMF
Ben Hogan

2812 West Palford Street, Fort Worth, Texas 76110
Available only at your golf professional shop.

For more information call number 175 on card.

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-plate, non-scutt 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

continued on page 44

*Indicates new model