

Many major manufacturers' representatives soon will be knocking on your door to entice you to buy their "goodies" for the 1974 season. When each rep arrives, invite him into your shop, allow him to tell you about the merchandise he is offering and examine the new fashions. But remember always that you must exercise buying judgement; you must be able to turn down some of his offerings. That's one of the principles of good buying, which is adhered to by successful golf professional merchants and retail store buyers.

There are other buying practices, upon which this article is based, that can make the difficult job of buying less so. No one has the total answer and no one buyer or professional does the job perfectly. (Perfection, of course, means that every item is sold at full retail.) The professionals who are successful at their jobs know this; they also know that their methods, though imperfect, minimize the errors they may make.

#### ARE YOU OTB?

In the jargon of the big store buyer, "Open to Buy" means his old merchandise is sold and out of inventory. He is ready to buy for the new season. When that time comes, if some merchandise is not OTB, it is put on sale.

The golf professional, when he begins his buying for the season, also must be OTB. His cash cannot be tied up in old, end of season merchandise. It must be moved out to make way for the new hard and soft goods.

When a rep for one of your suppliers calls on you, ask him what the item costs you first. In apparel, you must satisfy yourself that the item can be sold at a "Keystone Markup," or double your cost. (Your session in planning has told you which items are winners and which losers based on your actual sales.) You will need initially the "Keystone" markup to protect your year-end profit, because you never will sell every item at retail and you must leave room for markdowns.

Too many suppliers ask you to take a short markup while they take a full wholesale markup. You can authenticate the retail prices in your shop by checking out the finest apparel store or



Here's a review of basic buying principles that have contributed to the success of some of the country's leading golf professionals and retail stores

by ERNIE SABAYRAC

PRESIDENT, ERNIE SABAYRAC, INC.  
MIAMI, FLORIDA

boutique in your neighborhood. It should feature the same quality products and retail prices as you do.

Everyone at times tries unknown brands. If they sell well at retail—great! Usually they fail. If an item is at all questionable, you should immediately cross it off your OTB list, then increase your buying dollars with winners at the retail pay-off window.

#### STAGGER YOUR DELIVERIES

Most responsible manufacturers operate a "hospitalization" policy in their warehouses: The first order in gets filled first and "hospitalized" (put away) until the specified shipping date. This practice necessitates contacting and making an appointment with the rep in whose merchandise you are most interested as soon as possible. Keep this appointment. Delivery problems inevitably occur to the professional who neither keeps his appointments nor gets his order in early. Remember this: The rep usually averages 250 other accounts and he has to see each one

of them before they order.

We suggest, therefore, staggering your deliveries. You stand a much greater chance of getting full shipment this way, and staggering benefits you more in the long run. For example: If you are a professional at a northern club (or any club other than a winter resort) take in 20 per cent of your order by November 26th. This allows your customers a preview of 1974 fashions or playing equipment. Also, your customers can shop for Christmas gifts or winter vacations in your shop. Take in 50 per cent February 26th. This gives you a proper opening stock for the 1974 season. The last 30 per cent should arrive April 26th. Your members can then refresh themselves by looking at new merchandise, thereby increasing your unit sale to that "loyal retail buyer."

Why delivery dates on the 26th? Most manufacturers close their books monthly at the end of business on the 25th. A November 26th date is payable January 10th, and so on. Let's say you placed a \$5,000 OTB and used the staggered shipment method. You would owe \$1,000 January 10th, \$2,500 April 10th and \$1,500 June 10th. (Re-orders would be on current terms.)

The staggered method also allows you to: a) get faster, more complete deliveries; b) be in a strong position in your bins on '74 merchandise, and c) meet installment payments, which eases cash flow and gives you a better chance to take discounts, thereby keeping your credit position with each supplier.

There are thousands of golf professionals actively engaged in running shops that merchandise products. Ask yourself: How can a manufacturer ship everything on time and complete when everyone says, "Have it here April 1st?" If you understand the logistics of this problem, you naturally help yourself by using the staggered method that allows you full bins and a more sensible cash flow.

#### "BEEF UP" WINTER PROGRAM

If you adopt this suggestion, then you must back up this merchandise by changing your personnel policy for the winter months. Most professionals take a vacation during winter. And you

*continued on page 36*

# PGA Merchandise Show:

Along with the steady, year by year growth in the size and the importance of the PGA Merchandise Show, has burgeoned an equally steady increase in the number of questions regarding its efficacy as a merchandising event.

Members of the Golf Manufacturers & Distributors Assn. in particular have raised many questions. At their annual meetings traditionally held during the show, they have discussed the suitability of the show's location, timing, format and buying climate. Their concern is not surprising. Hundreds of thousands of dollars of their money are invested in this annual event; naturally, they want assurances that the show is worth the expense, that it is doing the best job for them and their customers, the golf professionals.

Until now, few of these vital questions could be answered with reliable statistics. In an effort to do so, GOLFDOM formally surveyed hundreds of professionals who attended the 1973 PGA Merchandise Show.

From this survey, GOLFDOM found that respondents have attended an average of 7.4 shows; the majority—58 per cent—have attended five or fewer. This fact is significant, because it indicates that new blood is coming into the golf market. Always a healthy sign. Secondly, it dispels a widely-held industry bugaboo: the notion that the show has in large part become a kind of "homecoming" for veteran professionals.

The questions GOLFDOM posed generally broke down into six major topics: 1) show format and physical setup; 2) show timing; 3) show location; 4) professionals' buying habits prior to and during the show; 5) professionals' methods of shopping and covering the show, and 6) professionals' attitudes toward golf car exhibits at the show.

## FORMAT AND SETUP

Before getting entangled in detailed questions about the show's format, the professionals were first asked if, over all, the show, as presently set up, was serving them well? Almost 88 per cent replied "yes."

*Why did they attend?* Responses to two questions also indicated that the show can stand on its own as a lure

## A GOLFDOM survey answers questions about the PGA Merchandise Show as a buying influence on the golf professional market

to professionals, because only 37.1 per cent of the respondents felt that a tournament should be going on concurrently with the show. The remaining 62.9 per cent indicated that the show period should be confined to business. Supporting the majority opinion, almost 52 per cent of the respondents reported that their main purpose for being in Florida in late January, 1973 was to attend the PGA Merchandise Show. Only 13.5 per cent said "to play in a tournament" and another 23 per cent gave vacation as their purpose.

*Who should exhibit?* The professionals expressed liberal views toward the numbers of individual exhibitors. Almost 67 per cent felt that manufacturers *without* national distribution should be permitted to exhibit. Professionals were more conservative in their attitudes when questioned on the over-all size of the show: 56.4 per cent favored a PGA limit on the total number of exhibitors. More than half of the respondents—52.7 per cent—felt also that merchandise at the show should be exhibited only, not sold.

*Who should attend?* An overwhelming number of respondents felt that attendance at the show should be limited to golf professionals, pro shop employees and exhibitors, thereby eliminating all guests and the general public.

*Two shows?* Given the different natures of the apparel business and the playing equipment business, some industry spokesmen have suggested a separate show for each product group. Professionals were very clear in their opinion about this idea. More than 85 per cent replied "No." Eighty-five per cent did favor grouping similar goods in designated areas of the tents; that is, all apparel together, all golf equipment together, all golf cars together, and so on. The method by which professionals cover the show, to be discussed later,

largely accounts for this preference.

## TIMING

Several manufacturers believe that holding the show in late January is months too late to buy for the upcoming spring-summer season. Although these manufacturers can present a strong case to support their belief, most professionals do not agree. In fact, 73.3 per cent of the respondents felt that the timing of the show was correct for their business and merchandise needs. Some 24.6 per cent did think the show came too late, but only 2.1 per cent adjudged it too early. Of the latter two groups of respondents, almost 49 per cent preferred November for the show; the next largest group, 18 per cent, said October.

*How many days?* Professionals were definite also about the duration of the show. More than 83 per cent thought the traditional four days was just right.

## LOCATION

Reinforcing their opinion that the show can stand on its own, only 37.4 per cent of the professionals felt the show should be held at a golf course location. Nearly 90 per cent said they still would attend the show even if it were held away from a course location. In line with the preceding responses, 78.3 per cent of the professionals would prefer an air-conditioned exhibition hall over the traditional tents.

The respondents were not as favorable toward a major change in geography. More than 92 per cent upheld Florida as the preferred location for the show.

*Who will go to Port St. Lucie?* The specific location in Florida apparently does not matter greatly. Some 71 per cent of the respondents said they still plan to attend the 1974 show, even though the site has been shifted from the former PGA headquarters at Palm Beach Gardens to Port St. Lucie. Another 22.1 per cent were uncertain about attending, and only 6.5 per cent planned not to attend. Of the latter two groups, however, only 34.7 per cent said the change in the show's location influenced their uncertainty about attending or their decision not to attend.

Although the majority of profes-

*continued*

# WHO GOES AND WHY?

Average number of shows attended to date	7.4	Percentage of hard and soft goods for 1973 already purchased prior to the 1973 show:	
Think the show, as presently set up, serves them well	88%	Hard goods	48%
Like late January as the time for the show	73%	Soft goods	54%
Favor the traditional four full days for the run of the show	83%	Percentage of pros who placed orders:	
Would attend show even if <i>not</i> held at golf course location	90%	1) At the 1973 show	60%
Plan to attend the '74 at the new Port St. Lucie, Fla., location (Those not planning to attend or uncertain were not greatly influenced in their decisions by switch in location)	71%+	2) Soon after returning home from the show	8%
Prefer Florida as show location	92%	3) Both at show and upon return	32%
Would prefer air-conditioned hall rather than traditional tents	78%	For those who actually placed orders at the 1973 show:	
Prefer show to be held at same site each year	82%	Average percentage of total purchases for 1973 season made at the 1973 show	34%
Felt tournament should be held concurrently with show	37%	Average percentage of show purchases that were hard goods	31%
Felt show period should be strictly for show business only (no tournament)	63%	Average percentage of show purchases that were soft goods	40%
Favor limiting attendance at show to golf professionals, pro shop employees, and exhibitors only, eliminating all guests and the general public	78%	Average amount spent by each pro for show purchases	\$6,400
Unfavorable to the idea of two separate shows—one for apparel and one for playing equipment and golf cars	85%	Percentage of pros who made any unplanned purchases at 1973 show	84%
Favor grouping similar products into distinct areas of the same show	85%	Percentage of professionals who purposely held back on prior fall orders for the coming season in anticipation of the 1973 show	54%
"To attend show," as primary purpose for being in Florida in late January 1973	52%	Percentages of professionals who held back on fall orders for:	
Feel manufacturers <i>without</i> national distribution should be permitted to exhibit	67%	Men's golf apparel	76%
Should be a tight limit on total number of exhibitors	56%	Women's golf apparel	70%
Felt merchandise should be exhibited only at the show—not sold	53%	Irons	46%
		Woods	43%
		Professionals who bought "show specials"	63%
		Professionals who bought:	
		Close-out merchandise only	1%+
		New merchandise only	52%
		Both new and close-out	47%
		Professionals who brought someone to show to help with buying	64%
		Average number of hours per day spent in show tents	4½
		Professionals who had purchase or leasing responsibility for golf cars	42%

## PGA SHOW from page 33

sionals were not concerned about the move to Port St. Lucie, 81.7 per cent said they would prefer the show to be held in the same location each year.

### BUYING HABITS

*How many bought prior to show?* It is known that few professionals wait until the show to do all their buying for the coming season. Although professionals prefer late January for the show, the survey indicates that a goodly amount of merchandise is ordered months earlier, in September, October

and November. In fact, respondents indicated that an average of 48.2 per cent of their soft goods purchases and 53.6 per cent of their hard goods purchases for 1973 were made prior to the 1973 show.

*Buying at the show—what and how much?* Every year the tents buzz with rumors about how much business is being done and who's getting it. Opinions about these matters seldom, if ever, agree.

On the question of orders, the professionals' responses broke down this way: 60.1 per cent placed orders at the

1973 show, 8.1 per cent placed orders upon returning home, 31.8 per cent combined both.

Those placing orders at the show were asked what percentage of their total annual purchases for the 1973 season were made at the 1973 show. Responses averaged to 33.5 per cent of total annual purchases.

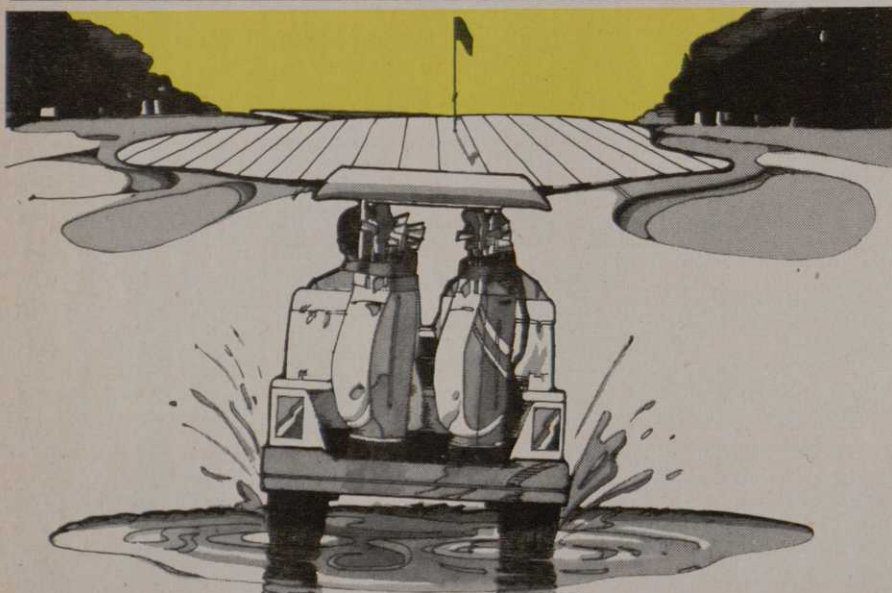
Of the show purchases, an average of 31.4 per cent were hard goods and an average of 40.1 per cent were soft goods.

*Wholesale dollar volume?* For the merchandise indicated above, each professional spent on the average \$6,395. Checking where these dollars went, the following are the average percentages of the total expenditure spent on the various products:

1) Women's golf apparel	21.7%
2) Men's golf apparel	18.1%
3) Irons	10.9%
4) Woods	8.5%
5) Novelties & accessories	6.0%
6) Golf balls	5.2%
7) Golf bags	5.1%
8) Men's golf shoes	3.9%
9) Putters	3.7%
10) Golf gloves	3.6%
11) Utility clubs	2.9%
12) Women's golf shoes	2.0%
13) Other	1.7%
14) Men's and women's tennis apparel	1.5%
15) Headcovers	1.1%

*Impulse buying?* From the survey responses, it is apparent that the show stimulates buying. Asked whether they bought items that they had not planned on buying prior to the show, more than 84 percent of the professionals said yes. Of this group of respondents, 15.4 per cent indicated that their unplanned purchases consisted of soft goods only, 5.4 per cent said hard goods only, and 79.2 per cent reported unplanned purchases in both categories.

*Does the show affect prior fall orders?* Some professionals apparently will not commit all their dollars for the coming season before looking around the show tents in January. In fact, 53.5 per cent purposely held back on fall orders for the coming season in anticipation of the 1973 show. The largest percentages of professionals indicated that they held back on apparel orders. This practice is not surprising. Many professionals attending the show regard it as their best opportunity to pin down fashion trends and to do some comparison shopping. Here are the per-



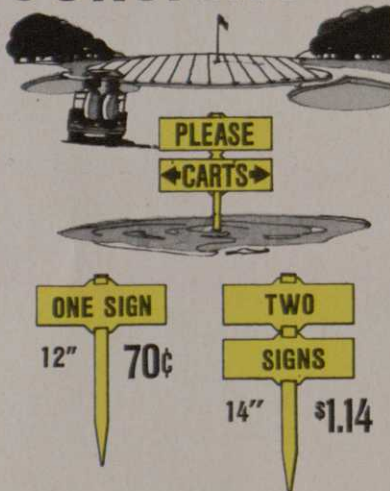
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percentages of respondents indicating fall order holdbacks for the various product categories:

- |                                      |       |
|--------------------------------------|-------|
| 1) Men's golf apparel                | 76.1% |
| 2) Women's golf apparel              | 70.3% |
| 3) Irons                             | 45.9% |
| 4) Woods                             | 42.6% |
| 5) Novelties                         | 42.6% |
| 6) Golf shoes                        | 40.2% |
| 7) Putters                           | 34.0% |
| 8) Golf bags                         | 32.5% |
| 9) Utility clubs                     | 28.7% |
| 10) Golf gloves                      | 28.2% |
| 11) Headcovers                       | 19.6% |
| 12) Golf balls                       | 18.2% |
| 13) Men's and women's tennis apparel | 13.4% |
| 14) Other                            | 8.1%  |

*Delivery on show orders?* How the professional finally views individual exhibitors at the PGA Merchandise Show jells months later when he needs his stock for the season. More than 53 per cent of the respondents said they received delivery on some of the merchandise they ordered at the 1973 show; almost 44 per cent said they received all of the merchandise ordered, and almost 3 per cent indicated they received none.

Of the merchandise that was back

ordered or marked not available, professionals most frequently noted men's and women's apparel.

*Show specials, close-outs, new merchandise?* Professionals attending the show apparently are continually looking for a good deal. More than 63 per cent noted that they took advantage of "show specials." "Close-outs," apparently are not a popular lure for most professionals. Almost 52 per cent indicated that they purchased only new merchandise at the show, whereas 47 per cent bought both new and "close-outs." The few remaining bought "close-outs" only.

*Show budget?* Only 26.2 per cent of the respondents create a special buying budget for the 1973 show. Of this group, 65.6 per cent stayed within it. Only 10.3 of those who over-spent their budget canceled any orders upon their return from the show.

#### SHOW SHOPPING TECHNIQUES

If few professionals had special show buying budgets, even fewer brought budget sheets with them to the show. Many professionals (45.3 per cent) attended the 1973 show armed with

inventory records. And 63.6 per cent brought someone to the show to help with the buying chores. More than 22.4 per cent brought along their assistants, 18.3 per cent brought their shop managers and 59.3 brought someone other than a person in the aforementioned positions. About 45.2 per cent said that their wives were acting in one of the three categories noted.

The majority of professionals—74.4 per cent—had no difficulty buying at the show from salesmen other than those who call at their shops, and more than 93 per cent gave exhibitors high grades for helpfulness in answering questions about their products.

Most professionals want to maintain the "human" quality of the show. Almost 64 per cent would be unwilling to tape their orders and receive by mail a written verification of the order, regardless of any time saving. However, 57.6 per cent of the professionals would like representatives of each manufacturer to wear a uniform style of dress that quickly identifies them with their respective companies.

*Strategy for covering show?* More than 57 per cent of the professionals

*continued on page 72*

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**GOLDEN RULES** *from page 31*

should, you're entitled to it. But too many professionals leave inadequate help to service their members' winter needs. And because these sales people are not trained to sell, all you get is the overhead they produce plus lost sales.

Why not keep your best sales clerk on the job 12 months a year? This gives you the opportunity to build up a year-around business. It keeps this person on your payroll, giving him or her a chance to make more money and entertain fewer thoughts of leaving you for the security of a year-around job. Believe me when I tell you that there are at least 100 professionals today "up North" who do as much business in November (with fall goods), December (Christmas sales) and January ("going away" in the winter) as they do in the spring and summer months. Moreover, they impress their members by being there, so members do not have to go elsewhere to buy.

If you're gone, you are not going to get as much playing equipment business unless a reliable person stays in the shop. A capable salesperson will keep your members' relations at a peak, plus a profit, if you give them something new to sell while you're away for your much needed rest. You would be surprised how many members can be found in your shop on a snowy, cold day in deep winter. They are looking for a place to relax in the atmosphere of their choice—your shop.

**ANALYZE CUSTOMER PREFERENCES**

A technique to follow in smart buying is to round out your sizes and members' color choices with the first 20 per cent purchase, especially in basic items, such as shoes, hosiery, solid color "bread and butter" shirts and slacks. To be caught out of these basic colors and sizes in year-around best sellers is unforgivable. Make a study of your members preferences in colors.

If you have the financial resources to do it, you might study your "winners" in merchandise accepted by your membership and buy a little heavier and earlier than in the past. Set your guidelines by those certain customers you know of who always seem to want to buy more from you at the start of the season but never seem to find enough choice of colors, patterns, fabrics or whatever. These people are usually the style setters at the club.

Even if you have some of this special

merchandise left at the end of the July 4th weekend, by which time all brisk selling at retail is ended, it then becomes a "hot" item at your end of season clearance sale. It usually moves out quickly at 25 per cent off, so you still make 25 per cent profit. But you also will be giving an opportunity to the bargain hunters at the club who won't buy at full retail. This "ace in the hole" will bail you out of leftovers, at a profit, and you'll keep him from shopping elsewhere for bargains. The fact that you are in effect offering Cadillacs at Chevrolet prices assures you of an empty bin and plenty of "Open to Buy" when you see the 1975 fashion lines.

An old saying, "Beware of Greeks bearing gifts," applies to the salesman who offers his lines to you on a consignment basis. Although it sounds great, please be wary. The salesman couldn't find anyone to buy his line at his wholesale price and certainly doesn't even attempt to get the "Keystone" retail markup. He wants you to do this job for him—at his prices. Selling well-accepted merchandise is tough enough. Why try to do his work for him? Buy him lunch, commiserate with him, but don't buy his problems. You have enough of your own.

In conclusion, our comment about the Professional Golfers' Assn. Merchandise Show in January is that it's great to complete your buying. It's foolhardy to expect to place your major commitments at that late date and get any kind of complete or decent deliveries of fashion goods.

The golf pro business is huge. The salable merchandise most sought after, unfortunately, isn't always the most available. You have to understand this and protect yourself by buying early, in ample quantities, to make your 1974 merchandise bring the profits that inflation today demands you get to keep prosperous and successful. □

**MR. PROFESSIONAL,  
HAS A PROBLEM BEEN  
TROUBLING YOU AND YOUR SHOP  
OPERATION? NOW, YOU CAN GET  
EXPERT ADVICE. ASK THE PRO  
SHOP PROBLEM SOLVER. SEE  
PAGE 36J.**

# 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 Cyclocac 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

continued on page 39

# We'd like you to know about graphite golf shafts:

For the past two and a half years, the scientists and engineers of the Composite Materials Division of Exxon Enterprises, Inc. have been researching, designing and developing new products fabricated from graphite composites. Soon, leading sporting goods manufacturers proudly will announce new products based on **Graftek™**, a new Graphite Composite Material by Exxon. We too are proud to announce a new **Graftek™** golf club shaft with Graphite Composite Materials by Exxon is now available.

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## CLUBS from page 37

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