

MODEL: LADIES' TOP LINE
CHANGES FOR 1974: None
FEATURES: Speed slot on woods with slight contoured sole, available in three swing weights; woods only
SHAFT TYPE & FLEX: Apex (L)
WOOD COLOR: Midnight blue
PRICE: \$155 for four woods

MODEL: PRINCESS
CHANGES FOR 1974: None
FEATURES: Blade on blade design, low weight distribution. Woods with slight contoured sole
SHAFT TYPE & FLEX: Lightweight Pex (L)
WOOD COLOR: Powder blue
PRICE: Four woods, \$90; eight irons, \$116

MODEL: LADY ULTRA
CHANGES FOR 1974: None
FEATURES: Woods have Strata-Bloc heads with Cyclon face inserts, protected by the Uni-Bond moisture treatment. Irons have Fluid-Feel shock reduction, pear-shaped heel, beveled leading edge, and contour sole with four-way roll
SHAFT TYPE & FLEX: Ultralite steel alloy, with composition grips
WOOD COLOR: Chestnut with gold fleck
PRICE: Irons, \$225; woods, \$138

MODEL: COUNTRY CLUB LADY*
FEATURES: Woods lofted to help get the ball in the air quickly, double cut blade on irons, with sand blasted face and balanced weight distribution
SHAFT TYPE & FLEX: 500-steel (L)
WOOD COLOR: White with blue insert
PRICE: Irons, \$80; woods, \$45 for set of three

Circle No. 111 on reader service card

KARSTEN

MODEL: PING
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe balance; non-glare finish. Contoured sole on woods
SHAFT TYPE & FLEX: Dynamic (TTT standard, TTT stiff)
WOOD COLOR: Black with red insert
PRICE: Irons, \$297; woods, \$172
COMMENTS: Available left-hand

Circle No. 112 on reader service card

LOBO GOLF CORP.

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

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

Circle No. 113 on reader service card

LYNX

MODEL: LYNX II*
FEATURES: Investment cast stainless steel irons with shaft-over hosel design. Woods feature heel, toe adjuster weighting
SHAFT TYPE & FLEX: Dynamic black band (L,A,R,S,X,XX)
WOOD COLOR: Black with scarlet insert
PRICE: Irons, \$292.50; woods, \$170
COMMENTS: Available in left-hand

MODEL: MASTER MODEL
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe weighting
SHAFT TYPE & FLEX: Pro Fit (L, A, R, S, X)
WOOD COLOR: Dark pecan
PRICE: Irons, \$292.50; woods, \$140
COMMENTS: Cord line grip extra fee. Available in ladies' model

Circle No. 114 on reader service card

MACGREGOR

MODEL: VIP BY NICKLAUS*
FEATURES: Redesigned heel and toe; weighting on wood has inserts at heel and toe. Irons have short hosel and over fit shaft
SHAFT TYPE & FLEX: Micro-step shaft (S,R)
WOOD COLOR: Sandalwood
PRICE: Irons, \$250; woods, \$150

MODEL: TOURNEY
CHANGES FOR 1974: None
FEATURES: Irons, hosel has been shortened and over fit shaft with heel and toe weighting, forged heads. Drag minimized on woods
SHAFT TYPE & FLEX: Steel (R,S)
WOOD COLOR: Chestnut
PRICE: Irons, \$200; woods, \$125

MODEL: MT
CHANGES FOR 1974: New club with old name. More weight toward toe of forged head irons. Woods have aluminum alloy face insert with tee sole on fairway woods, rubber grips
SHAFT TYPE & FLEX: Steel shaft (S,R)
WOOD COLOR: Cherry
PRICE: Irons, \$200; woods, \$125

MODEL: DX
CHANGES FOR 1974: None
FEATURES: Laminated woods, irons have classic look; clubhead weight is concentrated low to help get ball up faster
SHAFT TYPE & FLEX: Steel shaft (R)
WOOD COLOR: Golden oak, antique blue
PRICE: Irons, \$90, woods, \$60

Circle No. 115 on reader service card

MADER

MODEL: STATURE*
FEATURES: Investment cast stainless steel irons with heel, toe weighting. The irons have larger sweet spot and lower center of gravity and smaller hosel
SHAFT TYPE & FLEX: Unitized Dynamic (R,S,X)
WOOD COLOR: Mahogany, black
PRICE: Irons, \$271; woods, \$170
COMMENTS: Cordline, rubber and leather grips

MODEL: CONFIDENCE
CHANGES FOR 1974: None
FEATURES: Investment cast stainless steel irons with heel, toe weighting and contour sole. Offset hosel design
SHAFT TYPE & FLEX: Lightweight and Dynamic (R,S,X)
WOOD COLOR: Mahogany, black.
PRICE: Irons, \$271; woods, \$170
COMMENTS: Solid state line of woods available featuring one piece metal sole and insert. Specialty clubs available: Bandit wedge, Flip wedge, Boss wedge and Uptight chipper

Circle No. 116 on reader service card

NORTHWESTERN

MODEL: TNT*
FEATURES: Investment cast irons with heel and toe weighting, offset blade and cavity back design. Woods have extra wide brass weighted heel and toe insert. Men's right-hand only
SHAFT TYPE & FLEX: See Thunderbird
PRICE: See Thunderbird

MODEL: THUNDERBIRD
CHANGES FOR 1974: New see through epoxy insert. Investment cast heads. Heads have heel and toe weighting on irons. Woods available in graphite shafts
SHAFT TYPE & FLEX: Graphite shafts in all flexes. Dynamic, lightweight (R,S)
WOOD COLOR: Black ebony
PRICE: Dynamic irons, \$292.50; woods, \$130. Graphite irons, \$1,080;

continued on page 43

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CLUBS from page 41
woods, \$660

MODEL: ROSASCO BROS.
CHANGES FOR 1974: None
FEATURES: Improved weight redistribution; crown area is higher and aerodynamically sloped from insert to back of head putting more weight directly behind line of flight
SHAFT TYPE & FLEX: Dynamic (R,S,X); lightweight (R,S)
PRICE: Irons, \$292.50; woods, \$130

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

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

Circle No. 117 on reader service card

ARNOLD PALMER

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

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

Circle No. 118 on reader service card

PEDERSEN

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

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

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

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

Circle No. 119 on reader service card

TONEY PENNA

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

Circle No. 120 on reader service card

PGA-VICTOR

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

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

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

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

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

MODEL: CLASSIC
CHANGES FOR 1974: None

continued

CLUBS *continued*

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

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

MODEL: CONTESSA
 CHANGES FOR 1974: None
 FEATURES: Laminated woods, black, blue and gold fill grips
 SHAFT TYPE & FLEX: Pro-Fit (L)
 WOOD COLOR: Pastel blue/white insert
 PRICE: Irons, \$112.50; woods, \$72

MODEL: LADY CLASSIC
 CHANGES FOR 1974: None
 FEATURES: Laminated woods, nickel-chrome finished irons
 SHAFT TYPE & FLEX: Steel (L)
 WOOD COLOR: Ebony/red, black insert
 PRICE: Irons, \$78.75; woods, \$54

Circle No. 121 on reader service card

PRO-DYN

MODEL: PRO-DYN -2*
 FEATURES: Investment cast stainless steel irons with over hosel design, and positive axis clubhead weighting. Flowing contoured iron design.
 SHAFT TYPE & FLEX: Dynamic (L,A,R,S,X)
 WOOD COLOR: Walnut
 PRICE: Irons, \$292.50; woods, \$170
 COMMENTS: Rubber grips available

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

Circle No. 122 on reader service card

RAM

MODEL: XS1000*
 FEATURES: Investment cast irons with heel and toe weighting and built-in forward press. Woods have two brass weights in face to widen sweet spot
 SHAFT TYPE & FLEX: Lightweight steel (R); Dynamic (S)
 WOOD COLOR: Black
 PRICE: Irons, \$238.50; woods, \$128
 COMMENTS: Woods available in graphite shaft at \$140 a wood

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

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

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

Circle No. 123 on reader service card

R & M GOLF

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

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

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

COMMENTS: New RB 300 graphite-shafted driver also available

Circle No. 124 on reader service card

ROYAL

MODEL: POWER GROOVE*
 FEATURES: Investment cast stainless steel heads on irons with fluted carbon steel shaft. Woods have fluted shaft, special insert
 SHAFT TYPE & FLEX: Lightweight (R,S), A and X on special order
 WOOD COLOR: Black
 PRICE: Irons, \$267; woods, \$135

MODEL: CONSWEPT*
 FEATURES: Investment cast irons with shorter face, more rounded soles and slightly more off-set than other Royal models. Woods have fluted shaft and special insert
 SHAFT TYPE & FLEX: Lightweight (R,S), A and X on special order
 WOOD COLOR: Moss oak finish with black insert
 PRICE: Irons, \$267; woods, \$135

MODEL: ROYAL*
 FEATURES: Investment cast irons with concave design that has a more curved look than other Royal models. Woods have rear weighted design with outside whipping on hosel
 SHAFT TYPE & FLEX: Lightweight (R,S), A and X on special order
 WOOD COLOR: Black ebony with golf hexagon insert
 PRICE: Irons, \$267; woods, \$140
 COMMENTS: All shafts are interchangeable

MODEL: ROYAL DAISY*
 FEATURES: Irons are investment cast, over the hosel stainless steel with the word Daisy cut into back of head. Woods have fluted shaft and special insert. Ladies pro mold grip
 SHAFT TYPE & FLEX: Light steel (L)
 WOOD COLOR: Moss oak finish with black insert
 PRICE: Irons, 3 through 9 and pitching wedge, \$185; woods, \$108

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

continued on page 46

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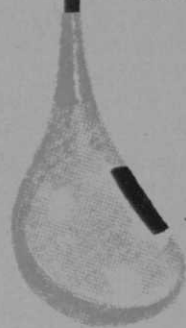


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CLUBS from page 44

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

Circle No. 125 on reader service card

SHAKESPEARE/PLYMOUTH

MODEL: MACH II*

FEATURES: Golf Pride Crown grips; irons have graphite shafts, chrome steel heads and black shafts in Sigma and Sigma II. Clubs completely balanced with improved, heavier head design for both woods and irons. Woods offered in Sigma, Sigma II and Sigma III with Sigma III having smaller grip diameter than Sigma or Sigma II. Incorporating the new design capabilities of graphite fibers, the clubs perform with maximum efficiency, using variables such as flex pattern, low torque and low shaft weight
SHAFT TYPE & FLEX: Graphite shaft with all flex needs accommodated
WOOD COLOR: Black
PRICE: Irons, \$70 an iron; woods, \$85 a wood

MODEL: XLD*

FEATURES: Golf Pride Eagle grips, new graphite composite shaft. All clubs balanced, have heavier heads. Chrome steel heads
SHAFT TYPE & FLEX: Graphite composite shafts offered. Rather than flex stiffness, Shakespeare tests showed shaft length and clubhead weight should be the primary consumer variable considerations for its graphite clubs
WOOD COLOR: Mahogany/black
PRICE: Irons, \$32 an iron; woods, \$42 a wood

MODEL: LADIES XLDEBS

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

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

Circle No. 126 on reader service card

SHUR-SPORTS

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

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

Circle No. 127 on reader service card

KENNETH SMITH

MODEL: KENNETH SMITH

CHANGES FOR 1974: Offering graphite shafts in woods only
FEATURES: Custom-made clubs for men, left-hand and ladies' feature stainless steel iron heads
SHAFT TYPE & FLEX: Lightweight or aluminum (all flexes)
WOOD COLOR: All colors
PRICE: Irons, \$315; woods, \$208

Circle No. 128 on reader service card

SPALDING

MODEL: PRO FLITE*

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

MODEL: TOURING PRO*

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

MODEL: TOP FLITE

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

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

WOOD COLOR: Black/full face maroon insert

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

MODEL: ELITE

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

MODEL: EXECUTIVE

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

MODEL: LADIES TOP FLITE

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

MODEL: SANDRA HAYNIE

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

Circle No. 129 on reader service card

TRI-CITY

MODEL: US GOLF

CHANGES FOR 1974: Smaller, shallower face for fairway woods. This Model has larger blade and is less offset
SHAFT TYPE & FLEX: Dynamic (all flexes)
WOOD COLOR: Black
PRICE: Irons, \$270; woods, \$160

Circle No. 130 on reader service card

WILSON

MODEL: WILSON LADY 1200*

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

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

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

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

MODEL: WILSON STAFF
CHANGES FOR 1974: None
FEATURES: Irons have adjustable Tungsten steel weight insert, Dyna-power fluid feel
SHAFT TYPE & FLEX: Ultralite (R,S), A and X on special order
WOOD COLOR: Ebony/Wilson Staff design in insert
PRICE: Irons, \$234; woods, \$138

MODEL: BOROS PROFESSIONAL
CHANGES FOR 1974: None
FEATURES: Chrome-plated irons feature weight redistribution. Woods feature Strata-Bloc heads
SHAFT TYPE & FLEX: Steel (R)
WOOD COLOR: Light walnut/ burgundy insert
PRICE: Irons, \$80 for set of eight; woods, \$60

MODEL: LADIES STAFF
CHANGES FOR 1974: Variable swing added to last year's data, Patty Berg signature clubs with rounded sole, fluid feel hosel. Driver features special loft and lie
SHAFT TYPE & FLEX: Ultralite (L)
WOOD COLOR: Black with gold

Epaloc insert
PRICE: Irons, \$235; woods, \$138

MODEL: BERG PROFESSIONAL
CHANGES FOR 1974: None
FEATURES: Straight line scoring for increased accuracy and back spin. Woods have one-piece sole plate
SHAFT TYPE & FLEX: Lightweight (L)
WOOD COLOR: Walnut with tan insert
PRICE: Irons, \$114 for set of eight; woods, \$80

MODEL OPTION: GRAPHITE II*
FEATURES: New graphite shafts made under exclusive contract with Wilson by Babcock & Wilcox Advance Composites Div. Shafts are option to men's Walter Hagen Haig Ultra woods and Wilson Staff woods only
SHAFT TYPE & FLEX: Shafts have stepped-down design. Two flexes: Firm (plays comparable to steel shaft R) and Extra Firm (plays comparable to steel shaft S)
PRICE: Woods, \$120 a wood

Circle No. 131 on reader service card

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CHUCK CUMMING

THE PROFIT PRO SHOP

LOOK, LISTEN, THEN BUY

The most exciting time of the fall golf season is when the different golf companies introduce their lines for the coming year.

Golf manufacturers have spent the last year or more designing, styling and manufacturing their ideas into what they believe are the finest golf clubs, bags, balls and apparel. Thousands of dollars and man hours have gone into preparing for sales meetings. Salesmen have traveled to these meetings in different parts of the country to listen to the presentations and gain first-hand knowledge of each and every line.

Now, Mr. Golf Professional, it's your turn to become excited over every company's new line.

When a salesman calls on you to introduce his new line, he is doing so with pride. He is proud of his company, of his merchandise and he wants you to be equally as proud of them.

What are some of the things you should look for when viewing a new line with a salesman?

If you have done business with the company before, you know the company's policies and most of the merchandise. So, you are looking mainly for something new—something that will fit into your pro shop and will make money for you. To do justice to each salesman and his line, you should average at least an hour for each. An hour may seem like a lot of time to spend viewing new merchandise. But how else are you going to find the items you need? How else are you going to learn about the new features? Remember, the salesman is interested in selling his merchandise; but he is more interested in selling you potential money-making items.

Make sure you fully understand each company's credit policy. Our economy is based on credit, and with all of the dating and discounts offered to golf professionals, it's to your advantage to understand them.

Dating and discount policies help you make money. As you know, most companies want to deliver their merchandise to your shop as early as they can and to extend your payments over many months. In most cases, by accepting the goods as early as possible, you can sell it before your bill is due. This arrangement allows you to pay the full bill and to take the discount. You have then established credit. If your credit remains good, the company will continue to do business with you.

Quality is paramount to you and your members. There are different grades of quality. For example, a golf bag that sells for \$25 obviously cannot duplicate the quality or the features of a \$100 golf bag. But you have to decide if the \$25 bag has \$25 worth of quality and if it can be sold for \$25. How does it compare to other \$25 bags you've examined? Check the bottom, check the stitching, check the sides and anything else that is important to you. Test the quality of every item you buy.

SERVICE

You probably will have the option to buy clubs, bags, clothing and accessories from several different companies. What's the extra plus that makes them different: Service. Can the company deliver when and what they promise. A reliable company can be your salvation. It's money in the bank when you have in your inventory the merchandise the customer wants,

when he wants it. Deal with companies that give the golf professional service.

DEFECTIVE MERCHANDISE

Every company, no matter how tight their quality control is, will come up occasionally with faulty merchandise. From past experience, you know if a company will guarantee replacement or credit on an at-once-basis. This is the kind of company with which you should be dealing.

In selecting a new company, you should follow this checklist:

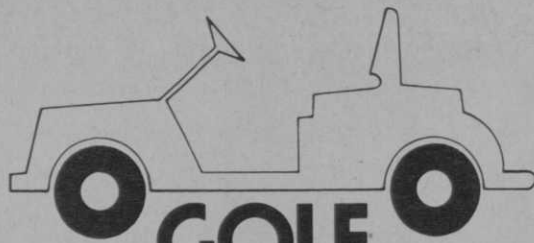
1. Does the salesman know his line;
2. How often will the salesman call on you;
3. Do you know the company, at least by reputation;
4. Are the credit terms right for you;
5. What are the delivery dates;
6. What is the quality of the merchandise;
7. What is the company's advertising program.

I am sure there are other checks that you may want to make; these, I think, are the important ones.

I urge every golf professional to allow the salesman an opportunity to show his merchandise.

Remember, he wants your business and not just for his commission. The sooner he has your order in hand, the better service you will receive. Don't force him to make a return call; he may not be able to return because of the expense and because his travel itinerary is made weeks in advance.

Have your "Open to Buy" when the salesman calls. I am sure that the fall selling trip of every salesman will be a refreshing and exciting experience for every golf professional. □



GOLF CAR ROUNDUP FOR '74

GOLFDOM previews the
1974 offerings of the
major golf car
manufacturers

by the EDITORS

CLUB CAR, INC., 203 Norton Rd.,
Box 897, Augusta, Ga. 30903

Caroche. Electric, \$1,692.50; length, 93 inches; width, 45½ inches; weight, 840 pounds with batteries; four wheels; steering wheel; fiberglass body and aluminum frame. WARRANTY: one year with a two-year pro-rated warranty on batteries. OPTIONAL FEATURES: plastic canopy, windshield, head and taillights, extra bag attachments and hardtop cab.



Caroche Islander. Electric, \$1,840; length, 93 inches; width, 45½ inches; weight 890 pounds with batteries; four

wheels; steering wheel; fiberglass body and aluminum frame. WARRANTY: one year with a two-year pro-rated warranty on batteries. OPTIONAL FEATURES: hardtop cab with front and rear safety glass windshields, doors and side curtains, hydraulic wheel brakes, mechanical braking system on rear brakes, head and taillights and dashboard.

Circle No. 133 on reader service card

CUSHMAN MOTORS, Div. of Outboard Marine Corp., 1429 Cushman Dr., P.O. Box 82409, Lincoln, Neb. 68501

Town & Fairway. Electric, \$1,875, gas, \$1,965; length, 108¾ inches; width, 48 inches; weight, 824 pounds without batteries, 945 with fuel; four wheels; steering wheel; steel body and frame.

GC-400. Electric, \$1,585, gas, \$1,760; length, 96 inches; width, 47½ inches; weight, 659 pounds without batteries, 815 without fuel; four wheels; steering wheel; steel body and frame.



GC-300. Electric, \$1,445, gas, \$1,680; length, 96 inches; width, 47½ inches; weight, 625 pounds without batteries, 800 without fuel; three wheels; steering wheel; steel body and frame.

Trophy 400. Electric, \$1,365; length, 91¾ inches; width, 43 inches; weight, 620 pounds without batteries; four wheels; steering wheel; steel body and frame.

AMF/HARLEY-DAVIDSON MOTOR COMPANY, INC., 3700 W. Juneau Ave., Milwaukee, Wis. 53201

Model D. Gas, \$1,415; length, 91 inches; width 45¼ inches; weight, 710 pounds with fuel; three wheels; tiller; fiberglass body and steel frame.



Model D-4. Gas, \$1,614; length, 100 inches; width, 45¼ inches; weight, 798 pounds with fuel; four wheels; tiller; fiberglass body and steel frame.

Model DE. Electric, \$1,339; length, 91 inches; width, 45¼ inches; weight, 982 pounds with batteries; three wheels; tiller; fiberglass body and steel frame.

Model DE-4. Electric, \$1,530; length, 100 inches; width, 45¼ inches; weight, 1,119 pounds with batteries; four wheels; tiller; fiberglass body and steel frame.

WARRANTY: one year on all gas models; two years on all electric models (excluding batteries), parts only. OPTIONAL FEATURES, all models: canopy, steering wheel (at extra price), extra bag rack, windshield, seat covers, cigarette lighter, tire gauge and chrome equipment group (front and rear bumpers, hub caps and fuel gauge).

Circle No. 132 on reader service card