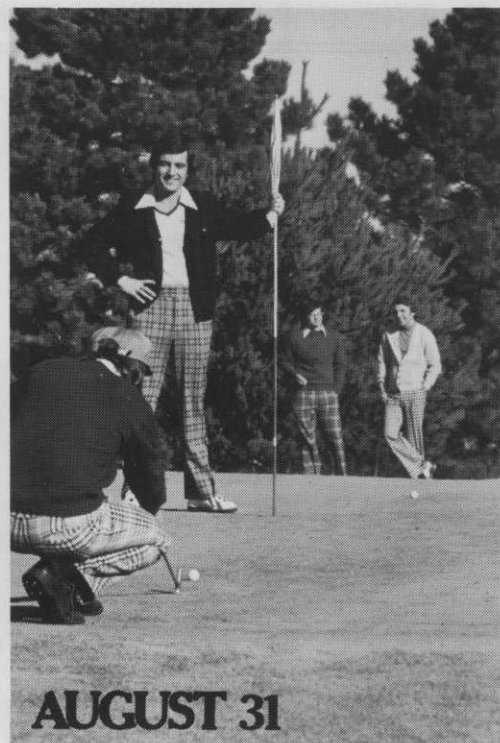


MAY 23



JULY 10



AUGUST 31

It can take months to compact a green. It takes 60 minutes to fix it.

Greens aeration is one of the most important maintenance jobs you have. Months of compaction can damage a green by preventing air, water, and fertilizer from penetrating the surface. Proper aeration is essential. But it must also be done quickly to get your course back in play and keep your golfers happy.

The Greensaire II does both. It cleanly penetrates the soil, removing cores up to 3" deep. It is so precise that the holes it makes do not affect the true roll of a golf ball. And the Greensaire is fast, aerating the average green in 60 minutes or less.

If you're satisfied with your soil content, the Greensaire's Core Processor attachment can make aerating even faster. It catches the cores, separates good soil from debris, puts the good soil back on top, and bags the debris. You top dress and collect thatch at the same time you aerate.

Maybe you don't need the big capacities of the Greensaire II and Core Processor, but you do want the same fine capabilities. Then choose the Greensaire 16. Instead of a 24" swath, you have a 16" width. You can use the same selection of tines and the convenient windrow attachment makes core removal easy.

And like all Ryan equipment, these machines are built to last. We believe longevity is just as important as performance.

Whether your greens need aerating twice a year or twice a month, there's no better or faster way than with Ryan aerating equipment.

For your free catalog, write OMC-Lincoln, a Division of Outboard Marine Corporation, 5501 Cushman Drive, P.O. Box 82409, Lincoln, NB. 68501.



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EQUIPMENT



GOLF OVERSEAS

**Golf is growing
In Japan**

A survey by Tokyo's Ministry of International Trade and Industry, as reported in *U.S. News & World Report*, shows Japan now has 1,114 golf courses spread over 210,000 acres — and those figures are expected to double within 5 years.

Some 7 million Japanese play golf (out of a population of 110 million), producing golf course revenues of \$1.2 billion in 1975. Greens fees accounted for about 51 percent of that, with 16 percent attributed to affiliated shops and restaurants. The remainder was from other charges, including those for caddies.

Unusual from an American point of view is the fact that 70 percent of the country's golf course 110,000 employees are women — and 98 percent of their caddies.

ASSOCIATIONS

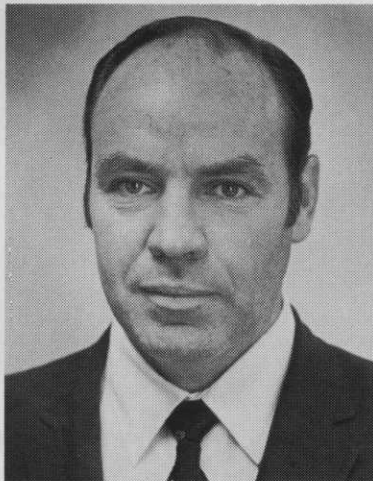
**GCSAA names Maples
new education head**

In a move that may have surprised some members of the Golf Course Superintendents Association of America, Executive Director Conrad Scheetz announced that former association president Palmer Maples has become the new director of education.

Maples will be filling the vacancy left by former director of education William E. Knoop, who resigned the post in July.

The appointment was seen by some members of the association as a return to getting "one of their own" to head the education program, referring to Maples' experience as a superintendent of 17 years.

A certified golf course superintendent, Maples has been in the business since his high school days, working for his father, superintendent/professional at a course in Rocky Mount, N.C. After high school, Maples completed a two-year turf course at Abraham Baldwin College in Tifton, Ga. He



Palmer Maples, Jr.

also studied agronomy at North Carolina State College and Texas A&M. After two years in the Army, he returned to get his undergraduate degree at the University of Georgia in agronomy.

After a six-year career at the Standard Club in Atlanta, Maples heads for the GCSAA headquarters in Lawrence, Kan. Maples made his immersion on the national GCSAA scene in 1970 when he was elected to the association's executive committee. He later served as secretary-treasurer and as vice president. Maples' presidential term was in 1974. As immediate past president, he has been involved on the executive board as a director.

**Wren, O'Brien rise
in PGA staff shuffle**

In an effort to fill some holes in his infant Club and Professional Services and established Education programs, PGA Executive Director Mark Cox did some personnel shuffling and appointed two familiar faces to take over administrative duties.

Former Education director Gary Wren is now in charge of the Club and Professional Services spot, vacated by Bill Blanks. Blanks left the PGA for family reasons and has since taken a marketing position with Baron Putters, Burbank, Calif.

Joe O'Brien who had been Wren's education coordinator, moves up to that department's top spot.

With a polished program over the previous four years, Wren had gained much in the educational area for the PGA pro. Wren earned his masters from the University of Michigan and his doctorate from the University of Oregon.

Probably the most notable additions to the education program Wren established just this year were seminars to better instruct the PGA professional in the intricacies of being a general manager and program to inform club and course management of the profit advantages of having a PGA pro.

O'Brien is a graduate of the University of Illinois, but received his masters from DePaul University in Chicago. Most notable accomplishment for the young O'Brien over the past two years has been his direction of the PGA Business Schools.



Bill Rahmes (left), whose territory includes the greater Chicago area and several surrounding counties, was given the PGA Victor salesman of the year award by National Sales Manager Frank Gallagher at the company's annual sales meeting.

**Geisler heads NGF
school golf effort**

Attempting to further introduce the game into the schools of the country, the National Golf Foundation has begun a pilot program to get more young people playing golf.

Under the guidance of foundation board member Richard M. Geisler, the NGF has selected eight school districts throughout the nation to whom it will offer free golf equipment. Golf instruction from the foundation's consulting teachers staff, training films, and clinics are also available to the schools at a nominal cost.

"There are an estimated 12 million 'hard-core' golfers in the country," said Geisler, who is president of Spalding. "In 1975, the number of women golfers increased approximately 12 percent, while the number of males playing remained the same."

**Car association
attempts a comeback**

Pushed into a corner by the safety standards demanded by the government, some golf car manufacturers are again attempting to pump new life into the defunct American Golf Car Association. In a meeting hosted by the National

Golf Foundation in late August, three of the 15 companies in the market showed up. The group comprised E-Z-Go, AMF Harley-Davidson and Johns-Manville.

Hard times have hit many of the manufacturers. Couple that with the \$10,000 fee into the association, and it is easy to foresee the demise of the group. Some efforts to form an expanded association may be made by the manufacturers themselves, by getting their dealer/distributor networks involved.

E-Z-Go has filed some golf car standards with the Consumer Product Safety Commission and is hoping that they will be acceptable to the government. Whether or not they will be acceptable to the other manufacturers is the biggest question before the car industry now.

Correction

We reported in our August issue that a golf pro could have his biorhythm charted (free) by Edmund Scientific, Barrington, N.J. It's true, but not for free. Edmund will chart a person's (12 month) biorhythm for \$15.95. They also offer a biorhythm kit for \$14.50, to help those who prefer to do their own charting.

Coming events

DECEMBER

1-3—49th Minnesota GCSA Turfgrass Conference. McGuire's Inn, Arden Hills.

1-4—PGA educational workshop, club repair and custom fitting (Advanced II), San Francisco.

4—Indiana GCSA monthly meeting, C.C. of Indianapolis.

6—NRA educational seminar, controlling food cost, Miami.

6-9—New Jersey Turfgrass Expo, Cherry Hill Hyatt House.

6-11—PGA Business School I, San Francisco.

7-9—Ohio Turfgrass Association Conference & Show, Columbus.

11—Greater Cincinnati GCSA monthly meeting, Cincinnati CC.

14—Mid-Atlantic GCSA election meeting, Hillendale CC, Phoenix, Md.

JANUARY

3-4—Tennessee Turfgrass Association annual conference, Music City Rodeway Inn, Nashville.

9-14—PGA Business School II, Biloxi, Miss.

10-14—Mississippi State University Turfgrass short course, State College.

10-11—Mid-Atlantic GCSA annual meeting, Baltimore Hilton.

10-11—NRA/U. of Nevada Las Vegas Workshop.

11-12—North Carolina State Turfgrass Conference, Greensboro Hilton Inn.

13-14—New Hampshire Turfgrass Conference, Sheraton Wayfarer, Bedford.

13-14—23rd Rocky Mountain Turfgrass Conference, Colorado State U., Pueblo.

14-17—PGA educational workshop, golf shop design, display and merchandising, Orlando, Fla.

16-19—PGA educational workshop, job arrangements, negotiations and human relations, Los Angeles.

17-19—Southern Turfgrass Conference & Show, Cook Convention Center, Memphis.

18—NRA educational seminar, Train the Trainer, Elizabeth, N.J.

19-20—Virginia Turfgrass conference, Sheraton Motor Inn, Fredericksburg, Va.

22-25—24th PGA Golf Merchandise Show, Contemporary Hotel, Disney World, Orlando, Fla.

24-28—Eighth U. of Tennessee short course in Turfgrass Management, Plant Science Bldg., Agricultural Campus, Knoxville.

24-25—NRA/American Dietetic Association management workshop, Chicago.

26-27—Wisconsin Turf Conference, Equipment Show & Service Clinic, Elm Grove.

28—20th USGA Green Section Educational Conference, Hyatt Regency, Atlanta.

29—83rd USGA annual meeting, Hyatt Regency, Atlanta.

31-Feb. 3—PGA education workshop, job arrangements, negotiations and human relations, plus rules and tournament management, Orlando, Fla.

FEBRUARY

6-9—PGA educational workshop, teaching and playing, San Diego.

6-11—PGA Business School I, St. Louis.

6-12—48th GCSAA International Turfgrass Conference & Show, Memorial Coliseum Complex, Portland.

7-9—NRA educational seminar, bar management, Chicago.

7-11—CMAA annual conference, Conrad Hilton, Chicago.

20-24—PGA educational seminar, general club and course management, Atlanta.



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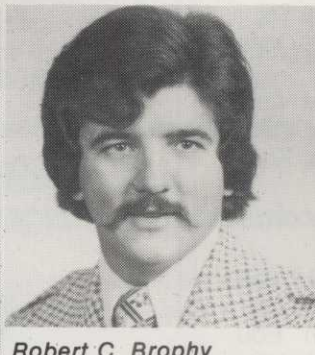
Circle 123 on free information card

Bernard Cockroft has taken over as club manager at Covington (La.) CC . . . **Dan Hannagan** is the new club professional at Riverton (Wyo.) CC . . . **Butch Schmehl** is the course superintendent at Brookside CC, Gilbertsville, Pa. . . Deal (N.J.) G&CC has **Stephen Vasey** as its new club manager . . . **Rowland R. Lehman** is the new vice president of marketing for Bob-Cat commercial mowers, Lake Mills, Wisc. . . **John Swanson** is the new district manager for Rain Bird irrigation in southern Florida . . . **Ron Howell** is in charge of the Custom Club department at Ram Golf, Elk Grove Village, Ill. . . **John R. Cuneo** is the new marketing manager for AMF Harley-Davidson golf cars, Milwaukee, while **James Wenzel** has been named that division's vice president in an expansion move . . . **David P. Gallagher** is the new sales manager for Con-Sole Golf, Kennett Square, Pa. . . **Paul Munro** has taken over as head club pro at Folly Hill CC, Beverly, Mass. . . Cedar Hill CC, Livingston, N.J., has **Skip Risse** as its new club manager . . . **Dudley Goss** has been named national sales manager for Simmons International Golf, Carson, Calif. . . **John Robertson** is new club manager at Hidden Valley CC, Salem, Va. . . **Joe Carr** is club pro at Holden Hills CC, Holden, Mass. . . **Jerry Woffinden** has been named manager of golf and landscape maintenance at McCormick Ranch, Scottsdale, Ariz. . . **Donald Masse** is the club manager at Silver Lake CC, Cuyahoga Falls, Ohio . . . **Vernon Cave** is now manager at Owensboro (Ky.) CC. **Lew Morgan** has taken over the

superintendent spot at Toftrees, State College, Pa. . . **Frederick Slatter** is now club manager at Point Grey G&CC, Vancouver, Wash. . . **Larry Beck** is club professional at Raleigh (N.C.) CC, taking over for his recently retired father, **Avery Beck** . . . Delray Dunes G&CC, Boynton Beach, Fla., has **Leon Syfrit III** as its new club manager . . . superintendent at LuLu Temple CC, North Hills, Pa., is **Chuck McGilloway** . . . **Tommy Heyward** has taken over the head pro job at Beachwood CC, near Myrtle Beach, S.C. . . **Rad Hauck** is superintendent at Meadowbrook G&CC, Fort Washington, Pa. . . **William Sherwood** is new club manager at Shinnecock Hills GC, Southampton, N.Y. . . Arcadian Skyway Club, Myrtle Beach, S.C., has **Sam Piazza** as its club professional . . . **W. Lee Nichols** is club manager at Westwood CC, Houston . . . Flossmoor CC, Matteson, Ill., has **Roger La Rochelle** as its new superintendent . . . **Cliff Crandall** is club pro at Stardust CC, San Diego . . . **Robert Creasey** has been named managing director at JDM CC, Palm Beach Gardens, Fla. . . **Larry Weber** has taken over as superintendent at Meadows GC, Sarasota, Fla. . . **Paul Mitchell** is now club manager at Atasocita CC, Humble, Tex. . . **Don Kirkpatrick** can now be found minding the pro shop at Whidbey G&CC, Oak Harbour, Wash. . . **John Traynor** can be found working on the course at Westchester CC, Rye, N.Y., as its new superintendent . . . **Malcolm Highsmith** is in charge of club management at Falconhead Ranch & CC, Burneyville, Okla.



L. Dean Cassell
new president
Acushnet Sales Co.



Robert C. Brophy
new sales promotion
manager
Cushman-Ryan



Bobby Bryant (left)
new golf director
Barry Fisher
new PGA golf pro
Beckett Ridge Club
WestChester, Ohio

EDITOR'S INFORMATION CARD

The editors of GOLF BUSINESS would like you to comment on the magazine's new format and on the articles we have selected. Your comments will guide us in providing information in the future to help you in your work.

Please write your message below, tear out the card and mail. Postage is prepaid.

What subjects would you like us to cover in future issues of GOLF BUSINESS?

Will you please take a moment to read and answer the question below?

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Additional comments _____

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ATTENTION: THE EDITORS

SHOWS & CONVENTIONS

Southwest show gets 400 pros to Dallas

Quickly becoming one of the biggest regional pro shop trade shows in the country, the Southwestern Professional Golf Salesman's Association fifth show brought a record number of club professionals to its Dallas site in late September.

According to SWPGSA President Leon Faucett, 415 pros were on hand for the three-day run that included a record 90 exhibitors at the North Park Inn Center Complex.

Doubling the number of exhibitors over its past five years, the show brings the pro closer to buying when the new lines first hit the market.

Several national firms had their top sales personnel on hand at Dallas including Miller Golf's Dick Marchetti, who said, "Besides the PGA Merchandise Show, this is the only real selling show I have ever attended."

"When I was invited down to Dallas, I thought it was just another regional show. My salesman couldn't believe they can do it for the price they charge," said Al Donahower of the Kimberton Co. Bill Miller, national sales manager for ProGroup, Inc., said, "It was good to get back to Texas, but it was better to do this type of

business."

Faucett and his association started their show in 1972 in cooperation with the local chapters of the PGA in Texas, and the pros have given their full support to the effort with their attendance and, obviously, with their buying.

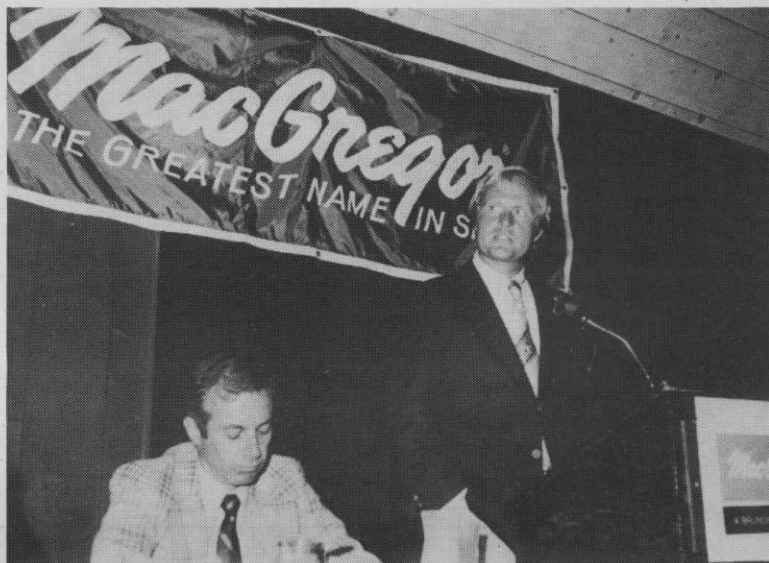
MANAGEMENT

'Talk to your pro' superintendents told

"Communications is still the biggest problem in clubs today." Those were the words of Joe Black, pro at Brookhaven Country Club in Dallas and one of the most prominent club professionals in the Professional Golfers Association, as he spoke to the Northern Ohio and Central Ohio Golf Course Superintendents Associations recently.

A candidate in this year's PGA elections for national treasurer, Black told the gathered superintendents that talking about the day-to-day operation of a club was one of the best ways to stop problems before they start.

"Scheduling is an essential ingredient to running a club properly," the member of the GOLF BUSINESS editorial advisory board said. Admittedly, Black commented, there are club professionals not interested in being the friend of the superintendent, but the Texan felt this attitude was managerial suicide.



MacGregor introduced its new golf products for 1977 at its annual sales meeting, including three different varieties of the Tourney ball, an enlarged selection of custom specialty clubs, and the Jack Nicklaus-inspired VIP golf clubs. Speakers at the awards banquet were General Manager Jack Curran and, naturally, Jack Nicklaus. Also in attendance were two other MacGregor pro staff advisors: Ben Crenshaw and Tom Weiskopf.

Selling a program to a board is probably one of the areas where the club professional and the superintendent can cooperate most effectively, Black insisted. "What is good for the superintendent is in the end good for the professional and for the club."

Black elaborated on his public relations effort at Brookhaven with superintendent Quinton Johnson. "Both of us play with the members to find out what they really want. At first, Quinton didn't play golf, so I gave him a bunch of lessons, bought him a bag with his name on it, and got him to go out on the course. I think he has a whole different perspective from playing with the members."

Another thing Black elaborated on was the effort the PGA is putting into its educational program; he is convinced the organization has been doing a better job than the GCSAA in getting its members ready for other golf management positions.

Some controversy was sparked when several superintendents became involved in a heated discussion on the impact of the tour on the course superintendent, referring to Black's long-running involvement with rule interpretations on the tour. Some felt the TPD pros demanded too much from the superintendent and in turn

memberships were asking for the same near-perfect conditions — without keeping in mind the demands of heavy play, weather, and disease on the golf course.

MARKET TRENDS

Decrease in golfers reported in survey

Golf ranks 14th in public popularity out of 27 sports surveyed by A. C. Nielsen Co. recently. Swimming, bicycling, fishing, camping, and bowling (in that order) are the most popular sports according to the report.

Projected figures from Nielsen for 1976 place the number of golfers at 16,568,000, a three percent decrease since the last study done, in 1973. That study included 23 of the 27 sports examined in 1976.

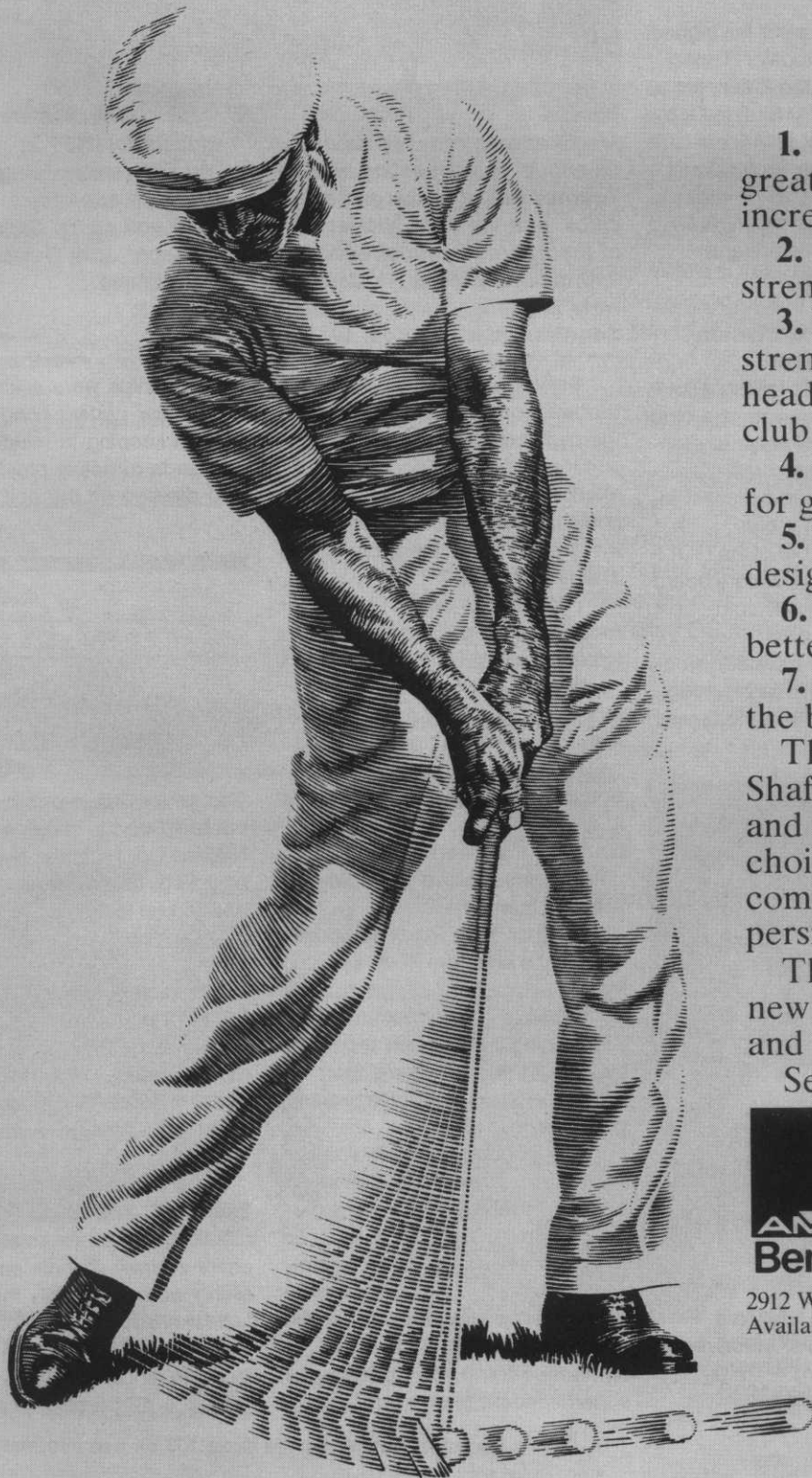
The survey was taken among 3,000 U.S. households, with the results being representative of the entire country. Tennis and snow skiing were reportedly the two fastest-growing recreations, with tennis ranked ninth at a 45 percent increase since 1973; skiing ranked 18th at a 42 percent increase.



Planning was the key to the success of the 1976 SWPGSA show. Show committee members were (from left): Robert Anderson, ProGroup, Inc.; Eddie Connor, Spalding; Paul Hargrave, MacGregor; and Leon Faucett, chairman and association president. Unidentified male at right was not part of the committee.

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GOLF EQUIPMENT



'77
Pro shop lines

FREE INFO	MANUFACTURER	MODEL	FEATURES	SHAFT TYPE AND FLEX
251	Acushnet P.O. Box B-965 New Bedford, MA 02741	Titleist Model 90	New for 1977. Cast irons with low center of gravity and perimeter weighting; classic profile clubhead. Driver medium deep-faced; fairway woods shallow-faced. Composition rubber grips.	Steel/RS
		Titleist Model 100	Carbon steel irons with tungsten inserts. Classic clubhead design.	Steel/RS
252	American Precision Golf Corp. 1566 Rowe St. Worthington, MN 56187	American In-the-Hosel	Woods 4-way weighted. Straight hosel, rather than conventional offset.	Steel/RS
		American Over-the-Hosel	Woods precision weighted at 4 points.	Steel/RS
253	Jerry Barber Golf Mfg. Inc. 807 Air Way Glendale, CA 91201	Golden Touch	Hosel attaches to top line of clubface. Left-hand available.	Steel/full range
254	Belmont U.S.A. Inc. 54 Washburn St. Bridgeport, CT 06604	Belmont	Low center of gravity with patented adjustable swing weighting in sole (irons) and behind sweet spot (woods).	Steel/RSX
255	Browning Rt. 1 Morgan, UT 84050	Browning 440	Unique low-profile clubface centering more weight at point of impact; short, low hosel; progressive offset blade. Cast. Gold 440 insert in face.	Steel/RS; A & XS by special order
256	Cobra Golf Inc. 11045 Sorrento Valley Ct. San Diego, CA 92121	Cobra & Cobra Tour	Perimeter-weighted, heat-treated casting; centered center of gravity.	Steel, graphite, titanium/full range
257	Confidence Golf Co. 13402 Estrella Ave. Gardena, CA 90248	Confidence Woods	Traditional look; multi-step shaft.	Steel/LRS
		Confidence Woods	Traditional look; right- and left-hand.	Steel/full range
		Confidence Open Irons	Extra thin top line and slight offset; multi-step shaft; cast.	Steel/LRS
		Lady Pro	New for 1977. Irons of new forged design; traditional look for woods.	Steel/L
		Confidence II Irons	Thin hosel with slight offset. Right- and left-hand. Cast.	Steel, graphite/full range
258	Con-Sole Golf Corp. Rt. 1 & Schoolhouse Rd. Kennett Square, PA 19348	Stature Irons & Stature State Woods	Irons have double cavity back; cast. Woods have one-piece face-sole plate.	Steel/full range
		Solid State	New for 1977. Cast irons; woods have one-piece face-sole plate.	Accu-Sonic/full range
258	Con-Sole Golf Corp. Rt. 1 & Schoolhouse Rd. Kennett Square, PA 19348	Dynaphase FM Irons	New for 1977. Dynaphase technique for frequency matching assures each club from 2 iron through pitching wedge has same frequency or stiffness throughout the entire set.	Steel/full range
259	Dunlop Sports Co. P.O. Box 1286 Buffalo, NY 14240	Maxfli Investment Cast In-the-Hosel	Irons right- and left-hand; sets of 8 (3-PW) or 9 (2-PW). Woods offered in two versions: shallow-faced, right- and left-hand (set of 3: 1-3-4 or 1-3-5, set of 4: 1-3-4-5 or 1-3-5-7); or standard-faced, right-hand only (set of 3: 1-3-4 or 1-3-5, set of 4: 1-3-4-5 or 1-3-5-7).	Steel/RS
		Maxfli for Ladies	Cast irons, stainless steel; available only in set of 8 (3-PW). Woods have crown grip; available in set of 3 (1-3-4 or 1-3-5) or set of 4 (1-3-4-5). Right-hand clubs only.	Steel/L
		Maxfli Investment Cast Over-the-Hosel Maxfli Australian Blade	Cast irons, stainless steel, right- and left-hand. Available in sets of 8 (3-PW) or 9 (2-PW). Forged irons, right-hand only; compact head, thin top line, flat sole, crown grip; low handicap club. Available in sets of 8 (3-PW) and 9 (2-PW).	Steel/RS; A & XS by special order Steel/RS, XS by special order
260	Golfcast Corp. P.O. Box 1463 Naples, FL 33940	Crookshank	Exclusive offset shaft design delays hit, reduces slicing.	Steel/full range
261	Walter Hagen Golf Equipment 7231 Hagen Dr. SE Grand Rapids, MI 49508	American Lady International	Forged carbon steel head, low center of gravity on irons; woods have maple Strata Bloc and shallow face. Available in 3 lengths.	Steel/LR
		Onyx	Cast steel irons with sole weighting; woods have compact Strata Bloc, foreweighted toe-heel, weighted face for distance and accuracy. Graphite driver standard in set.	Steel/LA
		1977 Ultra	Forged carbon steel head, compact shape for maneuverability. Woods backweighted with Ultra 66 Block. Right- and left-hand.	Steel/full range
		1977 UltraDyne III	Irons of cast stainless steel, sole weighted. Woods are foreweighted with Cycolac face insert. Right- and left-hand. Men's only.	Steel/ARSX

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\$465 maple

\$525 black with
Cyclac insert

\$517 black, orange,
Heritage Maple

\$517 black, orange,
Heritage Maple

\$524 walnut

\$600 black, light
maple, dark
maple

\$504 black with
red insert

\$515 (steel) dark or light
oak, dark
mahogany

\$116 dark burgundy
(4 woods)

\$160 dark mahogany
(4 woods)

\$252 antique dark
(9 irons) blue
\$296

\$315 (steel)
\$756 (graphite)
(9 irons)

\$503 dark walnut

\$503 walnut

\$345
(9 irons)

\$271 black
(8 irons)

\$307 (9 irons)
\$130 (3 woods)
\$175 (4 woods)

\$271 blue
(8 irons)

\$130 (3 woods)
\$175 (4 woods)

\$271 black
(8 irons)

\$307 (9 irons)

\$265 (8 irons)
\$300 (9 irons)

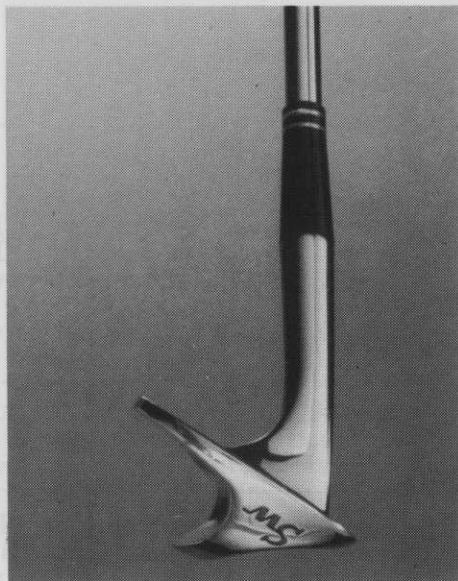
\$434 8 colors
available

\$236 maple
(8 irons,
4 woods)

\$326 black
(8 irons,
4 woods)

\$465 walnut

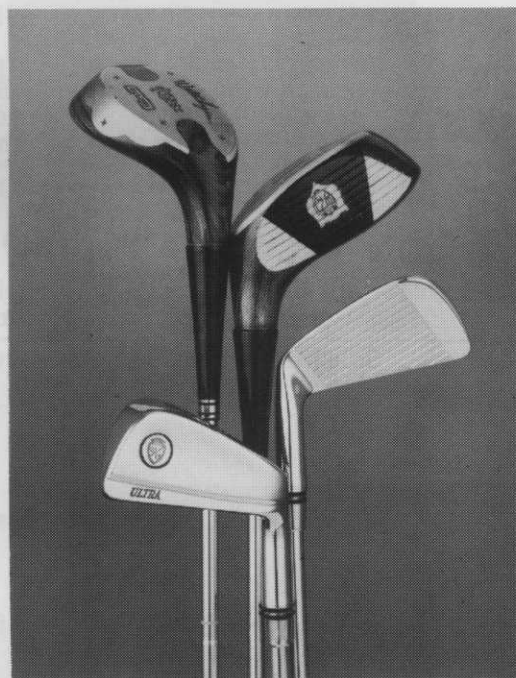
\$523 chestnut



Con-Sole Wedge

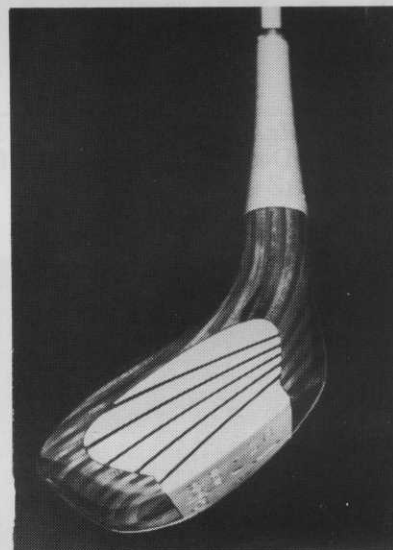


Acushnet Model 90

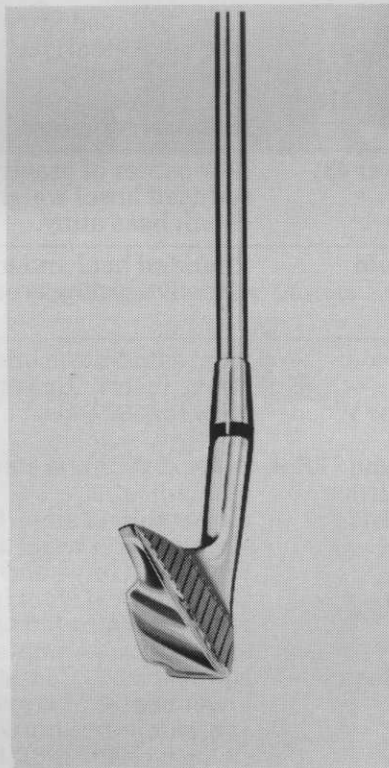


Walter Hagen Ultra

Golfcast



Confidence Solid State Woods



Cobra



*for 4 woods + 9 irons, unless otherwise noted

FREE INFO	MANUFACTURER	MODEL	FEATURES	SHAFT TYPE AND FLEX
262	Hillerich & Bradsby Co., Inc. P.O. Box 506 Louisville, KY 40201	Citation Persimmon Woods	New for 1977. Laminated with brass backweight. Right-hand only.	Steel/RS
		Scotch Blade Irons	Forged steel, contour bevel sole, shorter hosel, simplicity in design. Right- or left-hand.	Steel/RS
		Countess Irons	New for 1977. Cast stainless steel. Right-hand only.	Stainless steel/LR
		Citation Irons	New for 1977. Cast stainless steel. Right- or left-hand.	Stainless steel/RSX
		Countess	Forged steel, over-the-hosel irons with contour bevel sole. Brass back on woods. Right-hand.	Steel/LR
		Citation	Forged steel, over-the-hosel irons with contour bevel sole; laminated woods with brass back.	Steel/RSX
263	AMF Ben Hogan Co. 2912 West Pafford Ft. Worth, TX 76110	Saber	Nickle chrome plated, forged heads in Hogan's original design. Sand iron also available.	Steel/RS
		Director	Forged carbon steel with backpad weighting. Available in Legend or Apex shafts. All men's clubs have slip-proof grips.	Legend, Apex/ARS
		Apex	Forged carbon steel with low weight distribution. Classic wood head shape. Available in Legend or Apex shafts.	Legend/RSX; Apex/ARX
		Director for Women Producer	Forged carbon steel with backpad weighting; proportioned for women. No. 6 wood also. Cast stainless steel. All men's clubs have slip-proof grips. Right- and left-hand.	Legend/L Legend/ARX
264	Mac Hunter Co. 742 Genevieve St. Solana Beach, CA 92075	Brawnwood	Woods only. No insert needed; strongest material on market.	Steel, graphite/ARX
		Briar	Irons offer a larger sole radius for added distance.	Steel, graphite/ARX
		Auld Classic	In-hosel cast heads; leather grips. Metal softened to give forged feel. Rounded solid back.	Steel/full range
265	Karsten Mfg. Corp. 2201 West Desert Cove Phoenix, AZ 85029	Ping K II Woods	Sole has 4-way roll for faster swing. Available in sets of 4 woods.	Ping, steel, titanium, graphite/SX
		Ping K IV Irons	A new look with larger cavities.	Ping, steel, titanium, graphite/SX
		Ping K III Irons	Irons have larger cavities and feature the new Ping rail.	Ping, steel, titanium, graphite/SX
266	Keller Golf Clubs, Inc. 2140 Westwood Blvd., Suite 11 Los Angeles, CA 90025	Keller Super Slim Woods	Shallow-faced fairway woods; laminated maple. (steel shaft)	Steel/full range
		Keller Super Slim Woods	Shallow-faced fairway woods; laminated maple. (stainless steel shaft)	Stainless steel/full range
		Keller 211 Irons	Cast steel irons; offset; rocker sole; over-the-hosel.	Steel/full range
		Keller MC Irons	Cast stainless steel irons; no offset; rocker sole; shaft over-the-hosel.	Stainless steel/full range
267	LeMaster 5000 Overland Ave. Culver City, CA 90230	LeMaster 431	Low center of gravity; 4-way cambered sole; reduced hosel weighting. Irons are cast from cobalt base alloy.	Steel/full range
268	Lil' David Gawfe Tools 7914 Convoy Ct. San Diego, CA 92111	Lil' David Slinger	Rounded heel and toe on irons; 600% greater effective hitting area.	Steel, graphite/LRSX
269	Lynx Precision Golf 7302 Adams St. Paramount, CA 90723	MM Woods	Laminated birch and maple; black poured-epoxy insert. Right-hand 6 and 7 by special order.	Steel/full range
		Predator Woods	New for 1977. Cast aluminum shafts.	Aluminum/full range
		Left-Hand U.S.A. Model Irons	All cast stainless steel. Available in men's and ladies'.	Stainless steel/full range
		U.S.A. Model Irons	Cast stainless steel. Compact classic head with strong barrel hosel and low center of gravity. Right- and left-hand men's and ladies'.	Stainless steel/full range
		Tigress	Cast stainless steel irons with cavity back with redistributed weighting and balance; Woods are laminated maple with poured-epoxy insert.	Stainless steel/L
		Lynx Master	New for 1977. Cast stainless steel irons with lower center of gravity. Woods of modular construction using composite wood; absolute swing weight stability.	Stainless steel/full range