

Club Crests Make Money

With tight money hampering pros in several areas of business, many of the country's golf merchandisers are looking for additional means of shop

income. An answer might come from hand-crafted work in India and South America.

With inflation looking down the ledgers of almost every company in the field, Gold Crest, Ltd., of California is marketing a product that has great demand, embroidered crests.

Obviously, exclusivity of product is insured for the pro at his own club.

Over a third of the country's 11,000 golf courses now carry crested insignias. Competition in the market is eliminated, since each club sells the crest alone and usually just to its members. Average sales projections indicate that crests are sold to at least 10 percent of the club's membership with the standard profit per unit running between \$8 to \$10.

Stressing club pride is certainly a marketing plus in attempting sales. Members wearing the club crest on a blazer at social functions may surely feel that they belong.

There are several merchandising ideas that can stimulate purchasing power. Display of the crest is imperative. If the club offers blazers, it might be a good idea to pin some of the crests on the coats for effect. The pro and his staff could wear the crests on caps or sweaters, as a constant reminder to the members.

Another way to get the crests in the consumer's eye is to offer them as prizes during club tournaments. The crests can also serve a dual purpose as the focal point of a tourney trophy or plaque.

Crests have an advantage to the pro in that they offer the insurance of usually never going out of style. Added to this are the facts that they involve taking up small inventory space and no advertising or discounting is involved. The club emblem is one product that seems to keep its purpose constant over the long haul.

Quality seems to be the rule in the manufacture of the crests. Craftsmen spend up to eight hours on each piece. Generally, the workers have had the art of embroidery passed down from generation to generation. Intricate patterns are fashioned of fine metallic strands containing gold or silver bullion.

Even with all its built-in advantages, crests do have some minor drawbacks. For instance, there is always the chance that a club might change its logo and the pro could be stuck with a backstock of older emblems. By discounting the old design and selling more of the new stock, initial losses can be equalized.

Along with the individual crest,

**Don't be TRAPPED
by anything but the best...**

Easy Rider '75

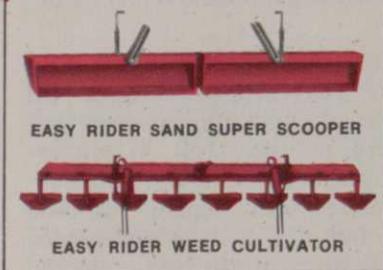
TRAP MAINTENANCE SYSTEM

We know we rake traps best! Anybody who has seen a competitive demonstration will agree. Now we have **two** independently operated attachments . . . a weed cultivator and a sand **Super Scooper** . . . cultivate or redistribute sand independently from the raking action, **PLUS**, a lightweight, maintenance-free molded fiberglass body. The driver's seat and rear fender section is hinged and can be raised for easy engine access. Beautiful, simple! The 1975 Easy Rider Trap Maintenance System.



Other new '75 features:

1. Airplane type steering wheel.
2. Gas foot pedal and foot brake.
3. Lighter rake for hand rake finish.
4. Lower center of gravity.
5. Engine and seat moved forward for better balance and safety.
6. Extra quiet muffler.
7. Convenient gear shift lever.



SMITHCO

MAKES SENSE FOR '75

SMITHCO, INC., WAYNE, PENNSYLVANIA 19087

For More Details Circle (117) on Reply Card

other emblemized items are marketable including glassware, ashtrays, bag tags, money clips, blazer buttons, cuff links and cigarette lighters. Markup on all these products can be around the 100 percent range. With the golf market changing every day, crests could be a pro's hedge against the changing prices of the industry's other items. By keeping up with these possibilities of additional income, the golf merchandiser can enhance the shop's gross sales and at the same time upgrade the club's prestige to its membership.

NRA's Menu Contest Opens

Entries are now being accepted for the National Restaurant Association's 12th annual Menu Idea Exchange contest. Competition in the contest's 18 different categories was opened on Jan. 2 by NRA president Henry W. Bolling.

More than 1,000 entries compete each year with 54 winning menus in all, three from each section. All top entries will be featured at the association's 56th annual National Restaurant/Hotel-Motel Convention and Educational Exposition at Chicago's McCormick Place, May 18-21.

Selected groups of experts will screen the entries with the final judging by a panel of merchandising specialists. Judging criteria includes overall appearance, merchandising or selling power, readability, imagination and originality. Each menu must be submitted in triplicate and accompanied by an official form, available from the contest organization, NRA, One IBM Plaza, Suite 2600, Chicago, Ill. 60611.

Club Managers' Tip Records Come Under IRS Scrutiny

In a recently published article the fact was pointed out that failure to keep an adequate accounting of tip income can be disastrous. If a taxpayer's records are poor or non-existent, the IRS can make its own estimates, and courts have gone along.

Usually the IRS estimate relates to a work place — a country club, for

example — rather than to a specific waiter or waitress. From total sales, the IRS subtracts some allowance for low tippers. The result is divided by staff working hours to get a figure for average hourly sales per waitress. Then the IRS applies a tipping percentage. In one case, the IRS found from charge chits that tips on charged sales averaged 15 percent. So it used 12 percent to estimate tips

on cash sales, a figure that was trimmed in court to 10 percent.

Good Grape Crop Will Keep California Wine Price Down

California wine prices appear to have stopped their upward spiral and in some cases may head lower it has been reported. One wine company cut prices 15 percent.

please turn page

THERE'S A

RED HEAD

IN YOUR FUTURE!

... triple threat to golf course maintenance handicaps.

1. **Red Rider**—The most dependable work cart for golf course maintenance, **Red Rider** features the new "Power-Flo" dual belt drive to relay **TWICE** the power from the engine to the drivewheel.
2. **Little Red**—Also "Power-Flo" equipped, **Little Red** combines efficiency and simplicity to give up to 15 mph of economical performance. Manufactured to the same high standards as **Red Rider**.
3. **Little Beaver Spiker**—Now equipped with "Power-Flo" dual belt drive to assure double driving power for the deepest spiking at minimum cost.



LITTLE RED . . .
Speed and maneuverability
at an economical price



LITTLE BEAVER . . .
The fastest riding spiker
anywhere!
Spikes a whole course
in 2½ hours.
Turns on greens
without ripping.



There's a Red Head in your future.

SMITHCO
MAKES SENSE FOR '75

SMITHCO, INC., WAYNE, PENNSYLVANIA 19087

For More Details Circle (118) on Reply Card

1/75 GOLFDOM MAGAZINE 49