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Midwest Supts. Association clinic Nov. 16-17

Midwest Association of Golf Course Superintendents will conduct its 13th annual turf clinic Nov. 16 and 17 at Medinah (Ill.) CC. Gerald Dearie, Jr. is Medinah's superintendent.

Dudley Smith, superintendent of Silver Lake CC, Orland Park, Ill., as chairman of the educational committee has compacted into two days talks that promise to make the Midwest session exceptionally valuable. Moderators for the Tuesday sessions will be Charles Wilson of Milwaukee Sewerage Commission and Dr. Mike Britton of Illinois. On Wednesday, the moderators will be Dr. Bill Daniels of Purdue and Dr. Elliott Roberts of Iowa.

Other speakers include Bob Shields, Woodmont (Md.) CC superintendent and president of GCSA, Jim Holmes, USGA Green Section agronomist; Marshall Dann, Western Golf Association executive secretary and Ben Chlevin, who holds a corresponding job with the GCSAA, Tom Walsh, former president of PGA and golf architect Dick Nugent. Ted Woehrle, superintendent of Beverly CC, will tell of his experiences in grooming his course for the Women's Western 1965 championship and Norman Kramer, superintendent of Point o' Woods CC will relate details of his work for the 1965 Western Amateur and other championships that helped make the course famous. Paul Voykin, superintendent of Briarwood CC, will speak on "What I expect to see tomorrow."

Midwest President Al Johnson and his associates also will present a "meet the neighbor" panel at which superintendents from Milwaukee, Iowa, Central Illinois, Michigan and Detroit-Border Cities superintendents will report experiences and ideas. •

UCLA turfgrass expanded

The turfgrass research program centered at UCLA since 1948 is now located on the Riverside campus of the University of California, allowing expanded research effort.

Jacobsen



NEW RAM-LIFT RANGER

New economical, versatile Jacobsen Ram-Lift Rangers maintain fast mowing schedules, cut travel time between jobs. Hydraulically controlled frames enable the operator to raise or lower wing units or all five mowers "on the go" without moving from his seat!

Usable on any tractor with an SAE remote ram hydraulic system, the 5-gang Ram-Lift Ranger can mow over

40 acres per day! The 5-gang Ram-Lift Rangers come equipped with either Worthington Blitzer mowers for high-speed rough grass mowing or Fairway Mowers for smooth turf mowing. Phone your Jacobsen Turf Equipment Distributor today for a proof-positive demonstration, or write us for details.



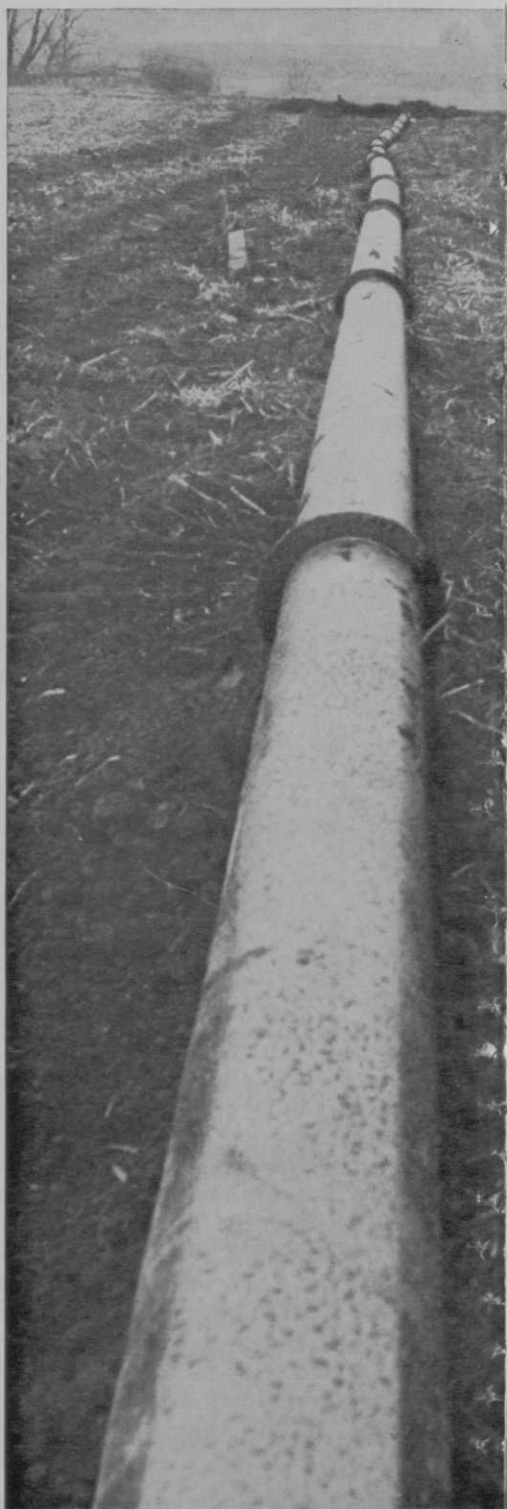
Jacobsen Manufacturing Co., Dept. G-10

For more information circle number 1043 on card

Racine, Wisconsin

**Feats of strength at
Long Grove Country Club,
Illinois...**

**CAST IRON PIPE
starts its work
above ground**



Architect's rendering of Long Grove clubhouse. Scheduled for summer completion, this Illinois club covers 170 acres, includes an 18-hole, par 72 golf course among its facilities. Course architect is Robert Bruce Harris, Chicago.



In building Long Grove Country Club, the contractor faced two initial problems: (1) drain a large swamp (2) create a 10'-deep, seven acre lake. The answer: move the swamp water to the lake excavation. Use some of the club's newly-arrived cast iron pipe to do the job.

Two men quickly assembled 1200' of 6" cast iron pipe, running it over a 30' hill and linking swamp and lake areas. Pump hookup was made. Six weeks later: a new lake; no swamp.

Cast iron pipe had just begun. Three hours after the drainage job was completed the entire line had been disassembled, ready for permanent installation below ground as part of a modern irrigation system.

As the contractor (Maddox Construction Co., Batavia, Ill.) pointed out, only cast iron offered the right combination of strength and design features for this dual service job. No need for babying . . . quick assembly . . . tight joints.

Good reasons why Long Grove Country Club is dollars ahead with cast iron pipe. Now and for a century to come.

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For more information circle number 1044 on card

PGA Lowers the "Green" fee for Christmas (less green for more gift!)



FOR HIM:

a great gift for any golfer! FREE . . . A pair of top-grade PGA Golf Hose, a full \$2.50 value, packaged in a handsome simulated black alligator jewelry case for the price of one dozen PGA Ryder Cup Golf Balls! Gift card included.



FOR HER:

a wonderful gift package for the ladies! FREE . . . two pair of popular PGA Golf Peds, a \$2.50 value, packaged in a simulated black alligator jewelry case for the price of one dozen Lady PGA Golf Balls! Gift card included.

*Three gifts in one . . . a wonderful present for the price of the PGA Golf Balls alone!
Available only from your Pro Shop Santa!*



PGA GOLF EQUIPMENT a division of  **VICTOR GOLF CO.**

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For more information circle number 1045 on card

Let display be your buy-word

Whatever the size of your shop, you can fresh up its sales atmosphere with these tips.

By JOHN KRAFT, Jr.

The best way to make the pro shop pay, is to do a first-class promotion job. In the golf business, this starts by flagging the members' attention. Here are three suggestions for pulling them in:

1. **COME INSIDE.** When foursomes get together, have them come into the shop to sign up. Keep free tees and scorecards on the counters. Attractive displays of golf bags in oxblood, ivy green and Italian tan will catch your customer's eyes.

2. **READ ABOUT IT.** An inexpensive way to stimulate interest in new equipment is through the 5 x 8 circular. When you have special covers, golf cars or a line of shoes to introduce, try an occasional circular. The caddies can pass them out on the parking lot. You'll be pleasantly surprised at the response.

ONE FOR FREE! Offer a free golf ball each day. Place the names of members who played the club course during that period into a box. Draw one every afternoon and post the winner's name on the wall.

What do you have in the pro shop to hold your customer's interest? Try these for size!

1. **The "WHAT'S NEW" BOARD.** This is a special 3 x 3 foot board for newspaper clippings and pictures of the winners in your tournaments. It should have a place for national golf news and shots of former club champions.

Try to get photos of players in action. They stand out, attracting attention.

Reserve the center area for golf humor. Cartoons of duffers and 19th hole experts

in locker-room meditations put customers in a relaxed mood and make it easier to do a selling job.

Round out the board with a few shots of pretty girls to catch the male eye yet not draw disapproving glances from lady members.

2. **DRAW SHEETS.** Golfers want to look over pairings in each tournament. Draw sheets, furnished without charge by sporting goods manufacturers, are an excellent way to interest players.

In most cases, the pro makes the draw and shouldn't be in a hurry to remove the sheets when the matches are over. Customers enjoy looking back at the results and "replaying" the close holes.

3. **HARDWARE.** Order the club awards as early as possible and display them in a glass front case. Members like to see the trophies and will return frequently to admire them. Be certain it's a short step from the silver trays to your colorful line of shag bags.

4. **FAST SWITCH.** You can have a new look in your shop just by rearranging equipment. Why let months drag by without moving sets of clubs or shifting rain-jackets from one area to another? You can attract attention that may result in sales.

Take advantage of the display material offered by sporting goods companies. They spend thousands of dollars for effective commercial posters which they'll provide on request.

Here are several important aspects in making sales:

BE CHOOSY. Examine the competi-

Continued on next page

DISPLAY Continued from preceding page
tive lines of golf equipment; use your knowledge and experience to select the best.

You are the pro. Customers expect you to screen items carefully. When you recommend a particular iron, be able to explain why you prefer it to others.

KEEP 'EM CURRENT. Don't carry last year's stock. Fresh merchandise tells the members you're on the ball.

Old shoe boxes make your customer think he's buying used footwear. If the club sets are displayed in cardboard containers, replace the containers when they become soiled or torn.

BE REALISTIC. If a member wants to order special equipment you do not ordinarily carry, don't promise super delivery service. At changeover periods, most firms are slow in filling orders. Tell the member frankly what your experience has been in buying from the company and point out factors that may be responsible for late shipments.

When a special order arrives, call the member at once. He may wait a week before picking it up, but you're in the clear and chances are good that he'll remember your help.

YOU'RE THE DOCTOR. You're a golf pro—but when it comes to prescribing the right club, you're also the doctor. Take the player's complaint seriously. Most members will accept your advice the first time it's offered; they won't come back if it's wrong. Try to select clubs that will serve the customer's needs. Consider him, and he'll remember you when he buys additional golf equipment.

An honest appraisal won't make selling a cinch, but it will win the golfer's confidence and prompt him to rely on your judgment.

Take time to explain why clubs differ and point out the advantages in certain shafts and heads. If you've seen a player in action, you can personalize your sales pitch.

IMPULSE BUYING. Have some low-price items on the counter where club members sign for purchases. New style caps, an economy glove that retails for less than two dollars, accessories like putting discs, golf ball markers, slip-on

grips, cans of leather conditioner and practice balls are inexpensive items for spur-of-the-moment buyers.

Keep instruction and official rule booklets available. Members like to study and quote the regulations.

GET 'EM STARTED. One of the best ways to put new jackets, caps and golf shirts before your customer is to wear them yourself.

In this sport, at your club, the pro is an important man. Children and adults notice your clothes and are influenced by them. Keep the shop modern and wear fashionable attire.

HONOR SYSTEM. Many clubs require members to sign for items charged to their accounts. Others do not. If you can persuade them to honor tickets without signatures, they'll buy more merchandise.

NARROW THE FIELD. Don't confuse a customer by showing numerous sets of golf clubs. Narrow the field by selecting a set and relating its merits. Indicate the ways in which these clubs will improve his drive, approach shot or putts.

Take a wood from the set and get him to swing it. Stress the good feel it has, if you can do so honestly. Point out advantages over the equipment he is currently using.

If the member raises objections, stop. He is trying to tell you that the item doesn't appeal to him. Don't force it. He won't be satisfied and will realize later the club was sold over his objections.

What about his present clubs? Offer to display his set in the shop at a price he feels it is worth. Under these conditions, the player may justify purchasing new equipment. When his clubs are sold, credit his account or mail the check directly to him.

If a customer objects to a club on the basis of appearance, show him one that is distinctly different. Make the remark: "Here's an unusually attractive iron," or "This wood combines good looks with many distinctive features!"

SUPPORT YOUR CHOICE. Enthusiasm makes sales. Let your confidence in the product come through. The man in your shop can be convinced, but you can't do it in tones that lull him to sleep.

Why do you like a particular club?

Continued on page 71



A pushcart that he wheels to the most advantageous location, is the center of attraction in Mickey Homa's shop. He uses cart to display seasonal merchandise.

THREE OUTSTANDING EXAMPLES OF DISPLAY TECHNIQUES

Every business-minded professional should be aware of the importance of attractive presentations to sell merchandise. Three outstanding examples of this thinking are pictured on these pages. Mickey Homa's shop at Rolling Hills C.C., Wilton, Conn., one of the most attractive in the New York metropolitan area, is typical of good display. A pushcart (see photo above) is his gimmick for showing seasonal merchandise such as rainwear, etc. Joe Moresco, who has made the Woodmere Club on Long Island his home for the past five years, picked up an unusual piece of driftwood on a trip to Florida and uses this to highlight his most colorful merchandise (See photo at top of next page). Terry Wilcox of Siwanoy C.C., Bronxville, N.Y. concentrates on displaying all his goods so that they are within easy reach of his members. (See photo at bottom of next page). •



This unusual piece of driftwood, featuring his most colorful fashions, has provided a topic of conversation and added traffic to Joe Moresco's modern shop.

Terry Wilcox believes in displaying all his wares so they are within easy reach of his members. He says he wants them to have a chance to "feel" the material.

