

Pro Merchandiser

continued from page 58

summer—\$3,000 in his pocket and a new car—Lombardo headed west for what he thought would be a vacation. As it turned out, it was the second stage of his golf business career.

During a visit with in-laws in the San Joaquin Valley of California, he learned that a group in Kingsburg was planning to build a nine-hole course and form a club in connection with it.

It was a little like Hickory Hills all over again when Lombardo was hired by this group. He designed and built the course, sold memberships, managed the public and membership relations program, and worked shoulder to shoulder with members on the end of a shovel and behind the wheel of a tractor, shaping and grading fairways and greens.

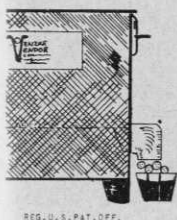
Before construction was complete, Lombardo was operating a golf shop in the

garage of his home, proof of a golf wife's patience. Later, the shop was moved into a vacant building in downtown Kingsburg and he kept pumping the merchandise through it, and pumping up golf interest at the same time. By the time the course opened, the number of well-equipped golfers was so high that heavy play and increasing interest was just inevitable.

At Kingsburg, Lombardo specified from the first that he was to receive a salary from the club in addition to the profits from the pro shop, lessons, the restaurant and the practice range. That was, he explains, so that he would give his first allegiance to the members and the club and affairs of their club.

Although the Kingsburg course experienced steady growth (the second nine was added later) and the pro shop sales increased each year, the dream of building his own course lured Lombardo from this small rural community. Fresno is the

continued on page 62



REG. U.S. PAT. OFF.

5 YEAR GUARANTEE



AUTOMATE FOR MORE PROFITS!

WHY ?

- CASH CONTROL
- NEVER CLOSED
OPERATES 'ROUND THE CLOCK - 'ROUND THE CALENDAR
- ALL MECHANICAL-MAINTENANCE PRACTICALLY NIL
PLACE IT ANYWHERE

Reading Golf, Inc.

USED BY MORE PROSPEROUS RANGES & COURSES EVERYWHERE

300 SPRUCE STREET, READING, PA. 19602

TELEPHONE 215-372-5185

For more information circle number 168 on card

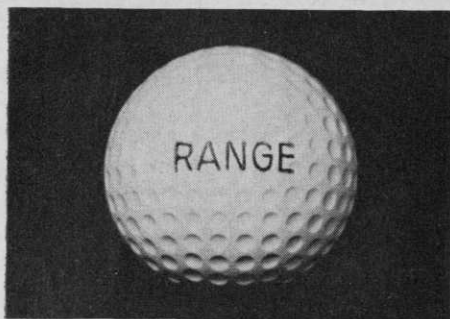


TROUBLE FREE RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair — FREE. Clubs not held responsible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE
Three Rivers, Michigan

For more information circle number 113 on card



McLAUGHLIN

Range, Miniature, Pro Shop Golf Balls

Made of finest materials, carefully supervised. Covers contain the new DUPONT NEOPRENE HC for maximum durability. Finest URETHANE enamel used.

WANT TO SAVE ON RANGE BALLS?

Have your culls rebuilt the McLAUGHLIN way. Exclusive process gives them same durability as new range balls. Covers and paint the same as our new range balls.

Range and miniature supplies and equipment. Send for catalog. Used balls bought, sold and exchanged.

Free samples of balls
on request.

YOU CAN PAY MORE —
BUT YOU CAN'T BUY BETTER!

HUGH J. McLAUGHLIN & SON, Inc.

614 N. Indiana Avenue, Crown Point, Indiana

For more information circle number 201 on card

Pro Merchandiser

continued from page 60

closest population center and it was natural that he should look in that direction. When he made arrangements to build his own golf course there it was the third major step of his golf career.

Thus, Fig Garden became a reality in 1958. Equipment sales rocketed and Lombardo managed the pro shop and the course's heavy play with time left over. When an arm ailment kept him from playing regularly he found that he had time on his hands.

He then formed a team in 1960 with his brother-in-law, Gordon Knott, another former Chicagoan who is one of the partners in the Fig Garden course. Together they opened a sporting goods store in 1962. Once it was open, he couldn't resist the temptation to sell, sell, sell. Volume and profits began to reflect his sales talent and the store become very profitable.

The call to Del Monte, his fourth step up the golf ladder, came after Lombardo had a firm grip on the sporting goods store as well as Fig Garden.

At Monterey, most of the sales are what you would expect in a vacation area: balls, wearing apparel, and specialty items. Lombardo carries 600 pairs of shoes and is finding that they can be sold briskly at Monterey, especially some of the sportier styles and two-tones. He expects to move golf bags actively, too. His inventory is about \$30,000 wholesale, larger than he prefers but, "having plenty on hand, is the price you pay for the tourist trade," he says.

Some merchandise, he finds, will move well at Fresno, but not at Monterey. This gives him a chance to transfer stock from one branch of his shop to the other.

Lombardo appears not to be able to get enough of golf—it's obvious he loves it.

"If anyone had told me when I first got into golf," he says, "that I'd be making the money that I make today and enjoying the life that I have, I wouldn't have believed him. In fact, I would have told him he was crazy. ●



**SPIKED
4,290,000 times
in 15 years
...and never
a scar.**

After fifteen years of clatter-hushing, slip-preventing, maintenance-easing service on the floor of a leading country club*, this carpet is almost as handsome as new. It was specifically engineered to withstand day-in, day-out abuse of

spikes and tracked-in soil. To retain its good looks year after year. In custom colors of your choice; in your own pattern or any in our huge pattern library. Philadelphia Spikeproof Carpets — for luxury, and *economy in the long run.*

*Name on request.

**In
contract carpets,
the choice is
PHILADELPHIA**

**Mail for Carpet Sample
and Descriptive Brochure**

Philadelphia Carpet Co. / CONTRACT DIVISION
Allegheny Avenue and C Street, Philadelphia, Pa. 19134
Please send this material, without obligation.

NAME _____
CLUB _____
ADDRESS _____
CITY _____ STATE _____

**WHY PAY
MORE WHEN
THE BEST
COSTS
LESS?**



**BUY THE
VERSATILE
HENDERSON
CONTOUR® G.P.M.!**

Mow, rake or slice with a single machine. New cutter design with individually replaceable blades lets your men replace a worn or broken blade in less than a minute, without delaying work on greens, tees or lawn areas. Mowing blades install without removing cutter assembly.

For full information on the new Contour® G.P.M., write to:

HENDERSON
BOX 355G
FISHER, ILLINOIS 61843

For more information circle number 137 on card

Sizing Up Golfwear

continued from page 40

The crest may be sewn onto the blazer pocket by hand or may be fastened with a clip device on the back.

Croston, whose blazers are handled by its pro shop sales agent, Ernie Sabayrac, Inc., of Miami Springs, Fla., suggests another method of starting a blazer program. For a shop at a small club, the pro may buy two created blazers. He wears one and displays the other in the clubhouse or pro shop.

In addition, Croston, who manufactures pockets with the crests directly embroidered on them, suggests the pro carry six or seven such pockets.

When members order blazers, the pro forwards the pockets to Croston along with the blazer sizes. The pockets are sewn on and the blazers are delivered in a few days, depending on the location of the club.

Croston's most popular model for club blazers is a three-button, natural shoulder jacket with patch pockets and metal buttons in a Dacron and wool tropical fabric. This style also is available in pure worsted wool, doeskin and worsted flannel.

The company's president notes, however, that Croston's two-button models are more widely accepted on the West Coast, while the East Coast favors the more traditional three-button model. Croston also manufactures a women's blazer. The top three colors in order of popularity are navy, Dartmouth green (a forest green) and marine blue (a medium blue). Six other colors also are available.

Suggested retail price for Croston's hand-tailored blazer with hand-made crest is \$79.50. Croston will design the crest for a club.

Both Etonic and Croston offer pros quantity discounts on the crest, but jackets wholesale for a set price regardless of quantity ordered.

Approval for a club blazer varies, Bill Croston says. Some pros take it upon themselves to establish a club blazer, while others must seek the approval of the

president, golf committee or board of governors before doing so.

Manufacturers point out that blazer alterations present few problems for the pros. Generally, the proper fit for a blazer is more casual than that for a suit coat, and extensive tailoring is rarely required.

For minor alterations, pros may make arrangements with local tailors. Chuck Cumming estimates that some 600 pro shops already have arrangements for fast alterations. A few even have tailors on the premises.

Many pros have discovered a side advantage to blazer sales. They seem to stimulate slack sales. In fact, some smart merchandisers are displaying blazers with coordinated slacks.

In pointing out the bright future for blazers in pro shops, Cumming says some pros are finding they have no choice in the matter of selling club blazers. More and more members want to be identified with their clubs today, and are practically forcing pros into the business •

B & W

C-U-T-P-R-O-O-F

Solid Range or resale ball

HI-COMPRESSION

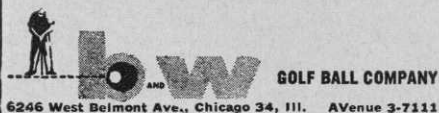
Brilliant Polyurethane Finish
Looks, Feels Like a Conventional Ball

\$2.85 Doz. Red Striped.

Samples Available On Request

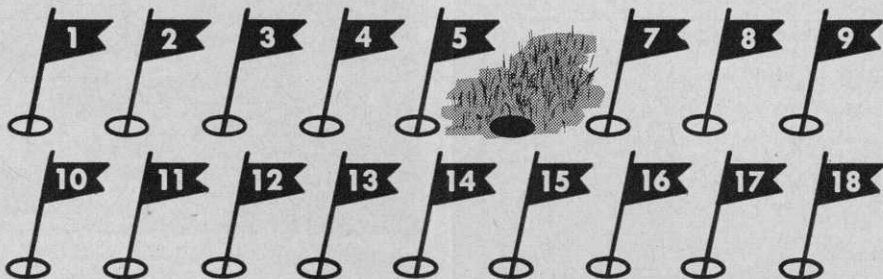
We feature a complete line of range, miniature, par 3, and Pro Shop equipment.

Write in for free catalog.

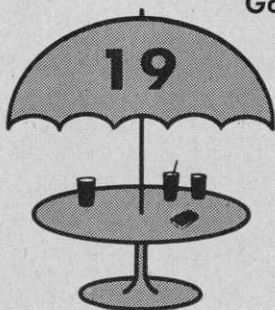


6246 West Belmont Ave., Chicago 34, Ill. AVenue 3-7111

For more information circle number 106 on card



Golfers like us at the 19th hole because we keep 17 holes playable while installing your KIRCHDORFER IRRIGATION SYSTEM one fairway at a time



P.O. BOX 4124 LOUISVILLE, KY. 40204
PHONE 585-4305 AREA CODE 502

For more information circle number 146 on card

from Plans to Play



You go all the way
with COLONIAL GARDENS
GOLF COURSE CONTRACTORS

for the full color story
write or call:

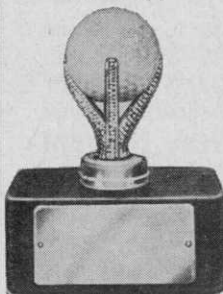
W. W. Ullman, Consultant

COLONIAL GARDENS INC.
P. O. Box 435 — Marietta, Ohio
Phone — 614 373 2188

For more information circle number 134 on card

NEW TROPHIES! NEW LOW PRICES!

HOLE-IN-ONE TROPHY



XPW-4-5 Hole-in-one
Sunray Ball Holder &
Engraving Plate. Genuine
Walnut Base. Ht.
4-1/8" — \$5.95 each
Ball not included

WORLD'S TALLEST GOLF TROPHY

For
High Net,
High Gross.
40" TALL.
With
Male or
Female
Figure
... \$7.75 list

BIG PRO DIS COUNTS



THE WORLD'S TALLEST TROPHY 40" HIGH

Write today for FREE 32-
Page Colorfully Illustrated
Catalog.

THE TROPHY & MEDAL SHOP

4560 N. Western Avenue Chicago, Ill. 60625
Telephone: Area Code 312/271-7600

For more information circle number 180 on card

NEW PRODUCTS



The Riddell Company came out with a new
practice device called the Swing Trainer. It is
guaranteed not to break or wear out and can
be used by right or left handed players. Re-
tail price, \$12.50.

For more information circle number 210 on card



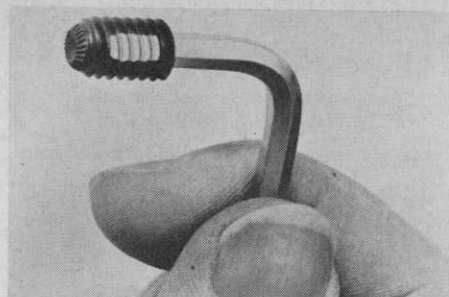
Polymer Corp. Ltd., has a synthetic replace-
ment, Taklene 1220, for natural rubber. It is
used by manufacturers for the solid center in
golf balls.

For more information circle number 211 on card



Hoffco, Inc., introduces the HD-52 Brush-
cutter. It levels all brush, brambles and trees
up to 6" in diameter.

For more information circle number 212 on card



Standard Pressed Steel Co., Jenkintown, Pa., has new self-locking set screws for use in golf carts. The Unbrako/Loc-Wel® stays tight despite continuous vibration and can take maximum tightening torque, the Co. states.

For more information circle number 213 on card



Axaline, Inc., announces novel personalized putter featuring golf anodized aluminum alloy shafts and brass heads. Available in three lengths at \$24.95.

For more information circle number 214 on card



Toro Manufacturing Corp., has new 11-station hydraulic Custom Controller designed for indoor installation. It features a 14-day clock, 24-hour selector dial and 11-station fast indexing.

For more information circle number 215 on card

TORONTO C-15 BENT SOD & STOLONS

"PURE TO STRAIN"
GROWN ON STERILIZED SOIL TO INSURE FREEDOM FROM POA ANNUA AND OTHER FOREIGN GRASSES.

PENNCROSS BENT SOD



H & E Sod Nursery, Inc.
4301 W. Flossmoor Rd.
Tinley Park, Ill. 60477
312 798-2210

For more information circle number 138 on card



for a good grip — a better game



Claro Non-Slip is a smooth grip cream. It gives you a truer, more confident feel of the club. It assures a firmer and more positive grip. Unaffected by perspiration, one application lasts a full round. Just 50 cents at pro shops.

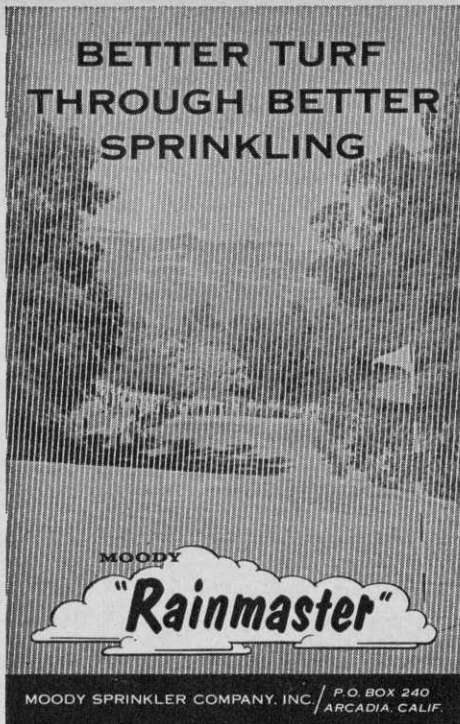
Here's another invisible glove—the **Claro Rosin Bag**. Specially compounded to be tacky but not sticky. Offers same advantages as Claro Non-Slip—only 50 cents.

CLARO LABORATORIES

421 W. Ewing Ave.
South Bend,
Indiana 46614

For more information circle number 115 on card

BETTER TURF THROUGH BETTER SPRINKLING



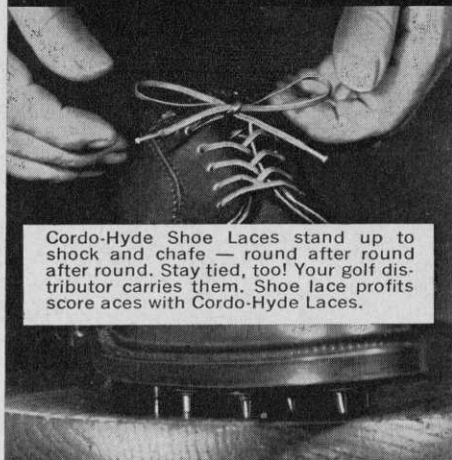
MOODY
"Rainmaster"

MOODY SPRINKLER COMPANY, INC. / P.O. BOX 240
ARCADIA, CALIF.

For more information circle number 153 on card

Cordo-Hyde®

Shoe Laces Par Excellence



Cordo-Hyde Shoe Laces stand up to shock and chafe — round after round after round. Stay tied, too! Your golf distributor carries them. Shoe lace profits score aces with Cordo-Hyde Laces.

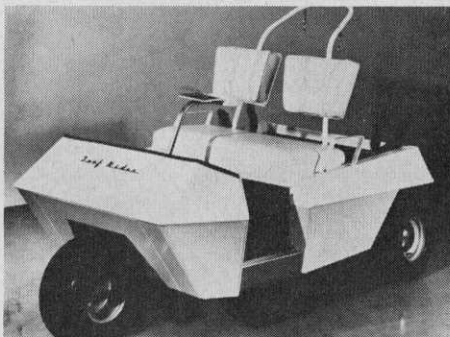


United Shoe Machinery

BOSTON, MASSACHUSETTS

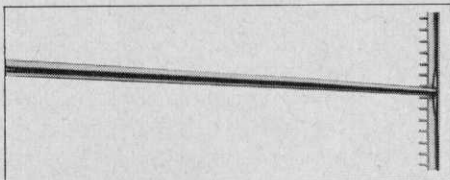
For more information circle number 186 on card

NEW PRODUCTS



Mobilelectric Div. of Royal Industries announces new Turf Rider V metal body golf car. It features removable body panels that can be replaced in case of damage. Available in single or two-tone colors with several top speed selections.

For more information circle number 216 on card



Leveler, new sand trap rake features curved head permitting pushing sand as well as pulling it. Available with 21" head, 72" handle and 15" head, 54" handle.

For more information circle number 217 on card

GOLF COURSE DESIGN AND CONSTRUCTION

EDMUND B. AULT Ltd.

GOLF COURSE ARCHITECT

Sculptured Greens

7979 Old Georgetown Road

Bethesda, Maryland 20014

301-942-0716

For more information circle number 102 on card

Coming Events

Club Management Workshop in Food and Beverage, Michigan State University, East Lansing, Michigan, September 6-8.

Agronomy Field Day, Plant Research Farm, Fairland, Maryland, September 7.

Annual Turfgrass Short Course, Auburn University, Auburn, Ala., September 7-8.

Mississippi Valley Golf Superintendent's Association, Norwood Hills C.C., St. Louis, Missouri, September 12.

Club Management Workshop in Building and Property Management, Michigan State University, East Lansing, Michigan, September 18-20.

Arizona Turfgrass Conference, University of Arizona, Tucson, Arizona, September 25.

15th Annual Florida Turfgrass Management Conference, Ramada Inn, Gainesville, Florida, September 26-28.

Mississippi Valley Golf Superintendent's Association, Meadowbrook C.C., St. Louis, Missouri, October 3.

National Hotel and Motel Exposition, the Coliseum, N.Y.C., November 6-9.

Mississippi Valley Golf Superintendent's Association, Sunset Hills C.C., St. Louis, Missouri, November 7.

22nd Annual Texas Turfgrass Conference, Texas A&M University, College Station, Texas, December 4-6.

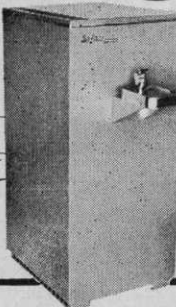


Member: American Society of
Golf Course Architects



11 South LaGrange Rd., LaGrange, Ill.
Telephone—Area Code (312) 352-2113
For more information circle number 162 on card

NEW Safari



**COLD WATER
DRINKING
EQUIPMENT**



Safari has a
better way...out
on the course!

SAFARI GAS-FIRED DRINKING FOUNTAINS operate for less than 7 1/2¢ a day.

SAFARI GAS-FIRED WATER COOLER gives on the spot, cool, refreshing water whenever desired.

SAFARI ELECTRIC DRINKING FOUNTAINS have no moving parts. Allow low cost electric installation.

SAFARI SANITARY ICED DRINKING FOUNTAINS save up to 50% on ice and maintenance.

For gas models contact your local
LP Gas dealer or ...
write for more and detailed information.

SAFARI DEPT. GD
591 N.E. 5th Street, Pompano Beach, Florida 33060
Phone (305) 942-8076

For more information circle number 176 on card

Increase battery life with *Lester* **MATIC** Golf Car Battery Chargers



- Compensates automatically for line voltage variations. No taps to set.
- Superior capacity, allowing equalization of cells each cycle.
- Silicon diodes with surge protection for highest reliability.
- Convection cooled for maximum life—minimum maintenance.

**Insist on LESTERMATIC
Leader in Motive Power Chargers**

LESTER ELECTRICAL
625 West A St., Lincoln, Nebraska 68522

LESTER EQUIPMENT
151 W. 17th St., Los Angeles, Calif. 90015

For more information circle number 147 on card

People in the News

Frank J. Schackel has been promoted to manager of process chemicals for Malinckrodt Chemical Works.

Gene Littler has been signed to endorse Day's golf slacks and walking shorts plus the company's golf jackets (H&L BLOCK).

William P. "Monk" Abbott has been appointed vice president-director of merchandise of W. J. Voit Rubber Corp.



Abbott



Finn

Joe Finn ended one of the longest sales careers in the golf industry when he retired from Wilson Sporting Goods Company, after his 48th year.



Julien



King

John Julien was named export sales manager and Joseph L. King assistant domestic sales manager for Wisconsin Motor Corp., Milwaukee, Wisconsin.

Stanley J. Stephenson has been elected president and chief executive officer of AMF Western Tool, Inc.

AQUATROLS CORPORATION of AMERICA

LABOR SPENT

SYRINGING

IS TIME AND MONEY

WASTED!

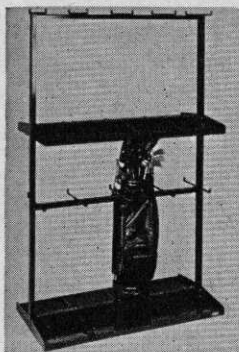
NOT ALL SUPERINTENDENTS
ON AN AQUA-GRO PROGRAM

ELIMINATE SYRINGING
BUT MOST DO!

DON'T BELIEVE US—
CHECK WITH THE
NEAREST AQUA-GRO
USER IN YOUR AREA WHO
APPLIES UPWARDS OF
50 OZ./1000 YEARLY.

217 ATLANTIC AVE., CAMDEN, N.J. 08104

For more information circle number 195 on card



INCREASE EARNINGS, SERVICE & SPACE WITH NEW VERTICAL BAG RACKS

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-3" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-3" high. Sturdy steel. Bags set solid on tapered shelves.

- Wear and tear of golf bags is completely eliminated
- Provides a neat appearance
- Damp bags dry faster—no mildew
- Faster, easier storage
- Easy to install and add more as needed

Patented • SEND FOR FOLDER

THE A. G. STAFFORD CO.

For more information circle number 175 on card

2000 Allen Ave. S. E.
Box 287 • Canton, Ohio
A. C. 216 - 453-8431