

make Maxfli money more ways than

2. Maxfli clubs of prime Persimmon, finest steel alloys, True Temper shafts for top line prices. 3. Maxfli Kangaroo bags and accessories in the most luxurious grains you've ever sold. 4. Slim Line adjustable-hosel putters and 8 other precision crafted imports. 5. Maxfli gloves, the lightest, thinnest, strongest ever worn. 6. Waterproof Max Grip two-tone all-weather shoes. 7. Knit headcovers of Creslan,<sup>®</sup> the classiest double-thick cable weave knits on any club. See your Dunlop representative for all the ways to make Maxfli money this year.



... Everywhere in the worlds of golf, tennis, and tires. For more information circle number 159 on card



## Buying for the golf course

Foresight, frugality and keeping your club's interests uppermost in your mind are the keystones of prudent purchasing.

> By SHERWOOD A. MOORE Superintendent, Winged Foot GC, Mamaroneck, N. Y.

One of the responsibilities of a golf course superintendent is the purchasing of course equipment and materials. This responsibility should be solely his, for who better understands the soils, grasses, maintenance practices, and membership demands on the golf course than the superintendent. One can rest assured that the progressive superintendent is a sharp individual who will demand and receive value for every dollar spent. If he has a budget to work from, he realizes that the money he saves on one item means more he can spend on other things.

Especially during these periods of inflation when prices are ever soaring, it is important to receive full value for money spent. Every year for the past decade when I have presented my yearly maintenance budget to the Board of Governors, it has increased steadily—in fact, from 1957 to 1967, our budget has increased 30 per cent, or an annual increase of three per cent. And there is no apparent end in sight with spiraling wages and costs of supplies.

Spring is the time of the year with greatest activity—when golfers are raring to resume their golf and nature is about to burst out into full glory. Dues are being paid and, thus, those orders that were delayed can now be placed. This is the time of year when the superintendent does his greatest amount of purchasing. No doubt he has attended field days and equipment demonstrations during the previous fall; has formulated his plans during the winter for next season's operations; has presented his budget with the above thoughts in mind; has attended the GCSA International Turf Grass Conference and Show to learn the latest in maintenance practices and see the new equipment. Now he is ready to have the best golf course ever.

There are many ways that a golf course superintendent can be prudent and frugal in his purchasing of supplies and equipment, and, perhaps, some of my experiences and practices will be helpful.

#### Discount buying

Winter Purchasing—Many companies especially fertilizer concerns, in order to move materials out of their warehouses and keep their plants operating, offer substantial discounts on deliveries taken during the winter months. Savings can amount to five per cent to three per cent (decreasing as the winter draws to a close). This means a saving of \$100 to \$150 on a 30-ton order, which, in turn, means that you can purchase that extra 18" rotary you were thinking about, or an additional three cases of thiram.

Such purchasing, though, requires space, and fortunate are those superintendents that have ample room in their maintenance buildings for such supplies. It is false economy to make such purchases if they have to be stored in damp areas or where they can be damaged and deteriorate. Why move equipment outside to the ravages of weather just to take advantage of such savings? Instead, make the maximum use of all area available, and, when constructing your new building, incorporate storage areas in your plans. Along some of the walls of our buildings, we have constructed three-tier shelves of 4x4's with 2x3 planking where we store a large amount of our small equipment and supplies, thus saving a lot of floor space. This fact, along with

efficient equipment storage, enables us to take advantage of winter purchasing at better prices.

#### When price is right

Delayed Deliveries—Prudent purchasing also can be accomplished by buying when the price is right for future delivery. This is especially true when you anticipate or know of an increase in price. This may apply to new equipment.

During the slow season of the year, many golf course supply houses will offer bargains when you place your order then but take delivery when you need it. They will even guarantee that if the price lowers they will pass the savings on to you, but no increase if the price increases. This is logical, for they in turn can anticipate their needs and purchase at the right time. Substantial savings can be made by thus formulating your needs ahead of time.

#### Bulls and bears

Market Prices-This does not mean that you should play the stock market, but merely implies that by keeping a watchful eye on prices of various supplies you can reap a real harvest. For instance, seed prices depend on the harvest and on demand and supply. In my budget this year, I am requesting 1500 pounds of bent grass seed mixture and quoted last year's price of 90¢ per pound. This was offered to me the other day for twenty cents less-a saving of \$300 which would purchase an additional 23 tons of lime. It would be to my advantage to purchase now-but what if seed prices should drop even more? Seriously, prices for such items as seed and mercuries and other chemicals call for careful research and considered decisions.

#### Buy economy size

Bulk Buying—Naturally, you will receive a better price if you purchase 10 tons of fertilizer instead of one ton, or 10 cases of thiram instead of one, or a 55 gal. drum of insecticide or fungicide instead of a five gal. or a one gal. pail, but do you always take advantage of such bulk purchasing? This is another

#### **GOLF COURSE BUYING**

continued from preceding page example of when you need to figure your seasonal needs in advance to profit.

On the other hand, do not buy 10 ton if you only need five ton, nor a 55 gal. drum if you only need 30 gals. Again this is false economy. I know one person, though, who prefers all his materials in small packages or containers so as to have less waste and pilferage, and also to simplify his measuring and mixing. However, this is not necessary, if you have accurate scales and measures, keep your supplies concentrated and not spread all over the place, and have tight control on use of same.

As we purchase our materials and supplies at Winged Foot, they are immediately put on inventory and not charged against our budget until used. A monthly inventory of all materials and supplies is made, so, along with our maintenance records, this gives us absolute control over all supplies.

#### Buy now, pay later

Year End Purchasing-I have found it very advantageous to make some purchases at the end of the season for next year's use. This, of course, is possible only where you have money left in the budget for such action, or where these supplies are inventoried, as in our case, and then charged against your budget when used. In many instances, concerns have overstocked or want to clean out their warehouses for new stock, so will make you an attractive offer. This is applicable to equipment-receiving as much as 20 per cent to 25 per cent discountso do not minimize the savings you can make in such a manner.

#### Get the price

Bids—We are all familiar with bids or quotes, and I believe we all do this more or less with all our purchases, whatever type they may be. Private clubs do not go into the matter of sealed bids as thoroughly as municipalities, but it is folly not to get two or more competitive prices on all items that you intend to purchase. Granted that many of the items, especially equipment, used on a golf course are of a specialized nature, and are either fair-traded or the competition is not to keen. Limited as it may be, there is always rivalry around, so the superintendent must compare, analyze, trade-in old equipment, and justify his purchases.

In many cases the competition *is* there and the superintendent is responsible for getting the most value at the lowest price. This does not mean sacrificing quality for quantity. Rather, when you receive your bids and make your comparisons, be sure that suppliers are all quoting on the *same* standards.

One company may be quoting on blue tag seed with high purity and germination while his competitor is quoting on poor quality seed. Also, do not discount the value of the guarantee or service that goes along with such purchases. One outfit might offer a low price on a piece of equipment, but, once delivered, you never see him again. When you compare suppliers, be sure to take into consideration both quality and service.

Some years ago when we were in the market for a tractor equipped with a backhoe and loader, I had six major tractor companies bidding on this item. One salesman said "all backhoes will dig a hole." We listed in table form the ratings and all the advantages and disadvantages of each piece of equipment. My final decision was not for the lowest priced tractor nor the highest, but one we felt was well worth the cost. This same policy was used in purchasing a chain saw this past fall. Quotes were received and the chain saws actually demonstrated with the result that we have a terrific value.

It may seem from some of the above that the superintendent should buy with the foresight of a clairvoyant and the calculating mind of a frugal New Englander! But what it all comes down to is: *Be careful* in your purchasing and always keep the interest of your club uppermost in your mind.

# WHEN BUILDING A PUTTING GREEN-

### PROFESSIONALS PLANT STOLONS ... AMATEURS PLANT SEED

The only way to obtain putting green perfection is with clean, pure-strain stolons. Ask any old-time golf course superintendent, or inspect any 6 year old green planted with seed.

A million live nodes are in every bag of Warren' Stolons with a minimum of soil. You pay for growth potential only —You save on freight.

FOR THE FINEST GREENS WITH PERFECT, EVEN TEXTURE AND COLOR....



#### IMPORTERS OF RANSOMES MOWE

| arren's TURF NURSERY   |
|--|
| 400 W. 111th St., Palos Park, Illinois<br>end us details on beautiful, hardy, vigorous greens<br>nd tees with Warren Stolons • Warren' Sod   |
| REE LITERATURE<br>"Construction and Planting of Putting Greens with<br>Creeping Bent Sod or Stolons."<br>"Genetic Variability in Creeping Bent" A study of<br>seed versus stolons for planting putting greens. |
| Club Name  |
| Address  |
| CityStateZip   |
| Superintendent   |



## Buying for the pro shop

Insurance for successful sales includes careful planning, study and purchasing.

By GEORGE CAPOUN Professional, Inverness GC, Palatine, Illinois

Like many professionals, my whole concept of buying sportswear and accessories has changed in the last five years. Until 1962, I went along with the tradition of placing 75 per cent of my orders in the fall through salesmen who called on me.

Now, as I look back upon this system, I see that I was doing a lot of *blind buying*. There isn't any doubt that trends and styles for the coming season are well established in the preceding fall because the manufacturers who make sportswear must have from a six to nine month startup time to be able to produce enough to take care of their next year's market. But, I wasn't ready to buy then. After six or seven months of 12 and 14 hour days in the pro shop, I was weary of sportswear and merchandising. I guess that is why we home pros become "overgolfed." I hadn't had time to study the records for the season and determine what my members had been buying, and what trends had developed at my own club. I was depending too much on the salesmen who came in to tell me what I should buy. Generally, their suggestions were good but when it came down to specifics, they often were missing the mark.

Then, in 1962, I started the habit of attending the PGA winter merchandising shows regularly. I put off most of my buying for next season until I got down to Florida in January. I was glad that I did! By then, I was able to go to the show with a better idea of what my members wanted because I had time during the preceding November and December to make a thorough analysis of what they had bought during the previous season. At the merchandising show, I got a much better perspective of the market picture because I was seeing it in its entirety and not from piecemeal reports that I got from visiting salesmen.

Sixty per cent of my sportswear purchases for the season are made at the Palm Beach Gardens show. Thereafter, I fill in with another 25 per cent in mid-May. The balance of my purchases come after Labor Day in anticipation of Christmas business.

It may sound like the Palm Beach Gardens Chamber of Commerce is slipping money to me under the table in strongly advocating attendance at the merchandising show. However, after attending it for six years, I am now convinced that it *makes* money for me. It does away with the blind buying of those former years, since by the time it is held, styles and trends for the new season are firmly established.

Many of the displays at the show open your eyes as to how you can better display your own merchandise. In our business, where, perhaps, displays sell more than the pro and his staff, this is vital. Maybe the best thing about the show is that it revives your enthusiasm for the coming season and makes you want to bounce out selling in the spring.

About one out of five or six PGA pros now are attending the show every year. This is perhaps twice as many in 1962. As for the show itself, it has improved immensely over what it was five or six years ago. Another thing that should be remembered is that the pro's expenses to and from Palm Beach Gardens are tax deductible. (This also applies to his wife *if* she works in his shop.)

I am what is regarded as a conservative buyer. I don't buy more than 60 per cent of my needs at the merchandising show because I want to remain liquid enough to be able to take advantage of all cash discounts. There are two other rules from which I rarely deviate: When in doubt, buy white; and don't carry more than five different brands of shirts, slacks, shorts, sweaters, and jackets.

Approximately 50 per cent of the men's shirts I stock are white. Women's shirts and shells run to 65 per cent. Another thing I do is stock heavily in cotton shirts for both men and women. As for secondary color preferences, I stick to yellow, blue and green, in that order, for men; blue, yellow, pink for women.

I am starting my fourth year at Inverness, and, in that time, I have steadily tried to upgrade the quality (and price) of shirts I sell to male players. I have cut back on \$5 shirts and steadily increased my purchases of those that retail from \$7 to \$9. One sure selling point in doing this is to cite the "compare" test between a \$5 and \$9 shirt "after both have been laundered several times."

My wife, Mary, who is in charge of buying for and selling to women in our shop, doesn't feel that we should try to move too fast with the female members. Her reasoning is that women, while they are quality conscious, still lean toward variety and would rather buy five reasonably good quality shirts for say \$25 than three higher quality ones. In her selling, Mary stresses easy-to-launder white shirts and shells. They can be worn with practically anything and there are no synthetic colors to run or fade.

Shirts are the backbone of our business. If I have a tendency to overstock any item, it is shirts. I figure you can always get rid of them, yet, I have always tried to avoid overstocking them because I have an aversion to being forced to liquidate merchandise by putting on big sales. Small sales to clean out stock at the end of the season may be all right, but big sales hurt you. Stage only one and your members come to expect them.

Some pros I know order too much stock and, at the end of the season, have to practically give it away to get rid of it. These pros usually are the nice guys the ones who buy from every salesman who pops in the door just because they continued on next page

#### PRO SHOP BUYING

continued from preceding page don't have the heart to say "No." When you patronize everyone you end up with junk merchandise.

When a salesman comes in to show me a shirt line, the merchandise he presents has to pass two tests. It has to be packaged in heavy enough plastic to make the shirt look substantial and it has to bear a price tag. Otherwise, I am not interested because I know my five regular suppliers meet these requirements. Incidentally, I know some pros, who year in and year out end up by giving their stock away at the end of the season, won't attend a PGA merchandise show. They say it costs too much to go to Florida. Yet, these fellows lose more money every year than the tax-deductible trip would cost them by buying blindly and not too wisely.

Sweaters are another item that I think you can get away with overstocking, if you do it within reason. You'll never get hurt by putting in plenty of alpacas and cashmeres because you can always sell them. At Christmastime, for instance. Supplement these stocks with orlon and such in the \$15 range and you will have good balance.

Slacks and shorts are items that I buy with my sales records in mind. Before going to Florida, I make a careful check of what I have sold in these lines the previous season, and, if I go overboard at all, it is within very reasonable limits —say 10 per cent. My members are neither conservative nor flamboyant, and I buy accordingly. Women will predominantly buy the pastels, with navy blue, black and printed shorts getting secondary consideration. Ten to 15 per cent of the shorts they buy are white. My sales breakdown, not just for the last year, but for the last four years, verifies this.

This brings up the question of how far you should go in buying what is predicted as the fad for the coming season. It depends on what kind of a membership you have. Are your members the kind of people who are always looking to break the clothing barrier? Or do they have a tendency to lag after the fashion? As a rule of thumb for most clubs, I suppose the women want to be there first with the new styles; the men, on the other hand, take a wait-and-see attitude. Last year, the new mulberry and iridescent slacks didn't catch on early in the season at Inverness, but before the season was over, I ordered quite a few pair of them. This year, I am going quite heavy on the new chili or burnt orange shade because I am confident I only have to show it to be able to sell it.

I stick to four or five basic shades in mens' shorts and slacks. Beige and powder blue are reliable in both lines, but from here the preferences kind of thin out. I have always had more demand for deep brown slacks and shorts than I have been able to fill, partly because manufacturers tell me this shade doesn't have universal appeal and they don't risk overstocking it.

Women's business at Inverness is always heavy in the spring, and, if I do any prodding of manufacturers to fill my orders, it is in this area. My wife stages a fashion show every year, and I supplement it with a five-lesson clinic. Around mid-April, or whenever the weather turns reasonably fair, the feminine members of our club start pounding on the doors of the pro shop. I want to have every available piece of stock on hand to accommodate them as I feel a sale lost in the spring may be lost forever.

To give you an idea of how important I think women's spring business is, I have recently finished a room in the basement of my home as a miniature pro shop and I plan to sell out of it if the weather delays the opening of the season. If good weather is slow in making its appearance I also have a net rigged up in the heated garage of my home where I will run my women's clinic, if on somewhat of a restricted basis.

Like most pros I have talked to, the question of how many pairs of shoes to

stock is a problem. I have stocked heavy, and I have stocked light, and always seem to end up with more pairs on my shelves than I care to have. In the last couple years, I have restricted my stock to about three dozen pairs for men and five or six dozen pairs for women, and I have made out reasonably well. There are two things I have become convinced of as far as shoes are concerned: You can tie up more capital than you can afford to invest if you aren't cautious in stocking them; and, 80 per cent of men's shoes have to be ordered compared to about 50 to 60 per cent for women.

Another item I am quite cautious in ordering 1s women's hats. I don't know if it is a case of the hairdo not fitting most hats you can stock or the reverse, but I never have been able to solve the riddle of the hats to the satisfaction of my women players. Maybe I should blame this on my wife since she is in charge of the hat department. But, I will give her credit for doing a lot of opinion sampling among the ladies as to what they want. However, it seems that every women has a different idea.

In conclusion, I say that a golf pro should buy defensively, keeping in mind the investment he is putting into every order, and whether he is going to get his money out of it without giving away his merchandise at a sale. He shouldn't spread his stock over too many items, and he should make a special effort to train his staff to sell the merchandise he handles. He should guide his customers to buy what he carries in stock and avoid special ordering as much as possible.

When I place my big order at the PGA merchandising show in January, and the secondary one in May, it is always with the thought: Am I going to be able to get rid of this merchandise by the middle of the summer and have practically bare shelves by July 15 or August 1, at the latest? If not, I am going to have to scramble for another month or two to get my profit out of the operation.

### Gino Paoli is for golfers who still dress for golf



Dressing in Gino Paoli is as mandatory for golf as whites are for tennis. Beautifully styled, Gino Paoli co-ordinates for men and women move with the ease and comfort of clothes designed exclusively for the occasion. At better proshops at prices you won't mind paying, or write Gino Paoli, Active Sportswear Division, 1407 Broadway, New York, N. Y. 10018



Exclusive feature: Inside/outside back pocket

For more information circle number 191 on card

