

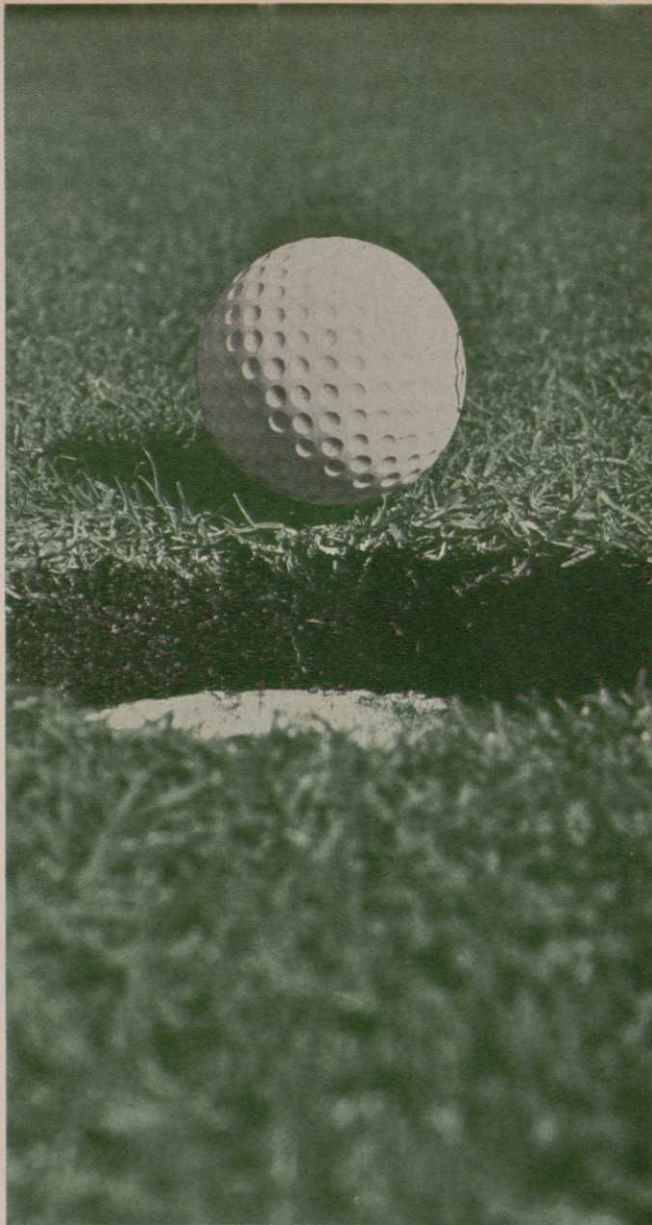
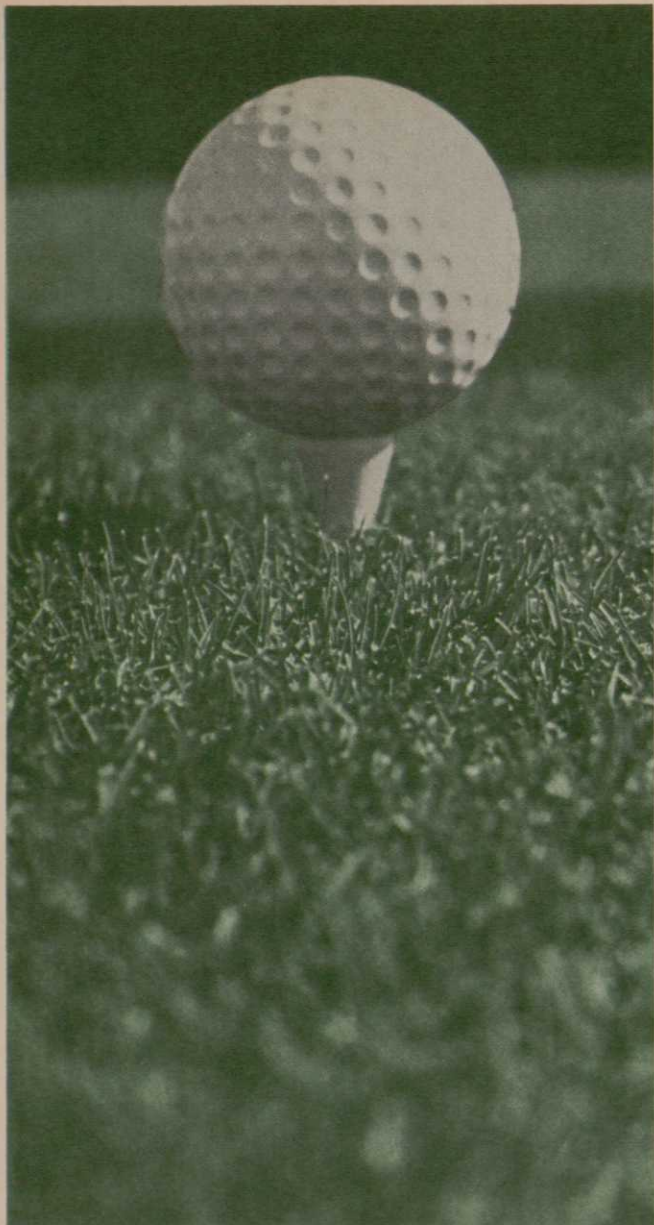


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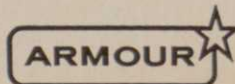


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# 9 Ways to sell used clubs

*Here are some proven methods for successfully moving trade-ins that can easily be adopted by any pro*

**By Harry Obitz and Dick Farley**

GOLFDOM Merchandising Consultants



**A** lot of club professionals often find themselves overburdened with a huge supply of used golf clubs and are stuck for ideas on how to get rid of them.

You may recall that in a past issue of GOLFDOM Magazine we discussed running an auction as one proven method for successfully moving used clubs.

Briefly, the important things we discussed about an auction was to suggest grouping four or five of the professionals in your area, pooling all your used hardware together, marking the equipment so you can tell what belongs to who and then hire a professional auctioneer.

The beauty about an auction is that the people who buy invariably feel they are getting a bargain and chances are you are selling to people you wouldn't otherwise sell in the first place.

There are, however, several other ideas to dispose of used merchandise, any of which, if run properly, can work for you, too.

High schools or colleges provide you with an excellent source of disposal. Contact a high school or college student, or golfer, and give him a commission on the goods he sells. You'll be surprised at the action this method can create.

Creating a strong junior program at your club is a surefire method to help you sell used clubs. Get the kids interested in playing golf and dad will be out shortly to see what kind of equipment you have for junior. Explain to him the value

of owning a good used set of professional-line sticks which can be traded in for a new set in years to come. It's a good method for building future business also.

Some years ago, a representative of the local police force came to us looking for several sets of used clubs and this gave us the idea that we probably could also sell to various other organizations such as the fire department, Boy Scouts, Elks, Lions, Rotary, etc. We volunteered to give any of these groups a free half-hour golf clinic and emphasized the fact we would be willing to give a better price on quantity orders. We might add that the clinic is a good idea regardless of whether you sell equipment or not. A clinic is a wonderful means of promoting goodwill in any community and it will help you financially when some of the people decide to upgrade their golf equipment and your name comes to mind.

You might also consider having a complete used merchandise department in your shop where you could sell used bags, carts, etc. If you are cramped for space like most golf shops are, then simply put a listing of your used goods on the bulletin board giving a complete description of the article such as original price, condition and the present sale price. Chances are that some of your members will have some used goods that they might want to add to your list. Tell them you will try to sell for them, but put at least a 20 per

cent commission on everything you sell for them.

Whatever your used goods, be sure you put everything in as best shape as possible before you try to sell it. Clean it, polish it and see that it is in good working order. Go at the used goods business just as a used car dealer goes at his.

Another proven method for disposing of used goods is the "swapping barrel." We know of several professionals who do a big business on swapping putters with this method.

Take your used putters, put them in a barrel with a sign, "your putter and \$X.00 for any putter in the barrel," and watch the action you'll have. There is no reason why this method won't work for some of the other used goods you have also.

**T**ry doing a little advertising, too. Just a simple little want ad in the sporting goods section of the local newspaper will more than pay for itself.

Some professionals may not agree that all these ideas can and will work. We must say though, that any idea is only as good as the guy who does the work and makes the necessary effort. All these ideas have worked for us. If you are willing to work, you can make your ideas do the job for you.

Have the right attitude about used merchandise and you will prove to yourself that any idea, as long as there is a worthy effort behind it, can be most profitable. □



# Investment for the future

*PGA pro Bill Farkas teaches each new summer class not only how to play golf, but how to run a pro shop and how to maintain a course*

by Robert Joseph Allen

**W**ith the trend to establishing something to occupy each member of the family at the golf club these days, PGA pro Bill Farkas has come up with something unique for the teenager during the summer.

Bill, his chief assistant Nelson Tooker, and teaching assistant John Doi, have taught an advanced golf class during a seven-week period for the last two summers. (The 1968 class is now in session).

The school opens up a new train of thought for both the golf club manager and the pro.

From the manager's point of view, he could consider setting up a limited golf camp or school during the summer. It could and would bring some or all of the following results:

1. Additional money if it was run for profit
2. Additional junior members
3. Increased membership through good will
4. More family memberships
5. A better image and numerous intangible benefits created by the public relations aspect

From the pro's point of view:

1. Additional money if run for profit
2. The satisfaction of teaching youngsters
3. More golf business
4. Running more tournaments for the club (which means more money)
5. Tying in the school or camp and tournaments to golf shop promotions

But, it should be noted, that the main objective should always be to teach the youngsters all aspects of golf (including the business side) as well as deportment. The class should not be used by the club for pure commercialism with profit the only object. For then the school would, in the long run, do more damage than good for the sport.

Following is the story of how Bill started and now works his school, which is run for free, and for teenagers who aren't starting from scratch. The school is located at the Maryvale Municipal Golf Course, Phoenix, Arizona. (Bill does not get paid).

To Bill's way of thinking, in any class consisting of youngsters who come prepared to be good golfers, there are bound to be quite a few who will turn out to prefer the business and teaching side, if they are given a fair chance to see the many opportunities there are. Thus, he feels that the pro who has the best interests of his profession at heart, should teach teenagers who have advanced beyond the beginning stage, but have not become polished swingers, many more things than just how to groove a golf swing.

They should also be taught things that will be use-

ful to them if they ever become professionals, such as how to buy the golf merchandise they would need in a golf shop, how to sell it, how to stage tournaments, and how to be effective in giving lessons.

"I have long thought," says Bill, "that we golf professionals are often only scratching the surface as far as advancing the business side of golf is concerned. Therefore, we endeavored this time to get as many youngsters into the class as we could get serious commitments from—those who really wanted to learn all they could about the game.

"We combed the entire city of Phoenix for recruits by means of publicity through the newspapers and radio, inviting all youngsters who were interested to get in touch with us. We stressed that there would be no charge for the instruction and only a nominal greens fee of \$8 a month that carried unlimited playing privileges. We emphasized that we were not too concerned with any possible degree of efficiency that may have been previously attained nor interested with those who would have to start from scratch.

"We received applications from 48 youngsters that first year. But during our interviews with them we learned that some were there only because their fathers wanted them to learn how to play. These we eliminated at once. We finally accepted 22—21 boys and one girl, Pam Tyner, 14, all of whom we felt we could work with seriously. They came

*Continued on page 36*



Each student gets a putter of his choice, with his name engraved on it, on graduation day from school founder Bill Farkas.



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from ten different high schools in the Phoenix area.

"We satisfied ourselves that our first class was there of its own volition, and that the youngsters really wanted to learn. At the end of the seven weeks, I'm happy to say we ended up with 22 graduates."

Now that the school is in its third year, it's easier to establish direction. "The class in 1967 had 28 members," says Bill, but "we have held the 1968 class to 20 members as we have found from experience that this permits us to give the amount of attention to each member that we deem is being fair to them. We're also expanding the class to include more things. We want our pupils to be kept abreast of all these things insofar as we are able to guide them."

However, as for the first school, the training was as follows.

"First of all," relates Bill, "we told them we would try to make the course of instruction as interesting as possible and keep the game aspect of it alive. At all times we tried to keep the action from becoming too dull or routine." Self-control and firm discipline regarding temper tantrums was stressed. A severe lecture usually resulted, but did not have to be repeated in a single instance.

"All of the actual teaching sessions were under the direct supervision of either myself or one of the other instructors," said Bill. "The seven-week period was based on a 40-hour week. Each youngster reported at 8 a.m. promptly and was sent home at 4 p.m. In the morning, after registration and briefing, they went out to play some golf. While on the course, they were required not only to put into practice what they had learned the day before, but to remember and utilize all they had learned in previous days."

Each day in the week was devoted to something else.

Monday: "We set up a basic schedule from the first Monday," says Bill, "with what I believe to be the number one fundamental—the grip. We drilled them thoroughly on it and then I had them play nine holes, during which I continued to hammer on the grip I recommend, which is the Vardon."



Bill is standing at far left, and Nelson Tooker, his assistant, at far right in this picture of his first class.

Tuesday: "We taught them pro shop operation, covering such subjects as merchandising, wise buying, the handling of the public, and welcoming players. Incidentally, we had them take written notes from the beginning, whether they were listening to discussions on pro shop operation, the correct golf swing, golf etiquette, rules of golf, course maintenance or out on field trips."

Wednesday: "We set up two-hour sessions with our golf course superintendent, covering a separate phase of course maintenance each week. We wanted them to realize also that there is an advantage to a player to be able to recognize the different kinds of grasses that grow on a course, and the degree to which a green has been mowed so they could judge the putting surface of that green. These details are rarely discussed with people learning how to play the game."

Thursday: "We made our field trips to some of the club-making factories in town to see how clubs are made; including the plant where John Reuter makes his famous Bulls Eye putter. John did a remarkable job of explaining each step of the manufacture of his putter as he escorted them step-by-step through the entire operation it takes to produce his product."

"The students were also shown by Karsten Solheim how he makes his Ping Putters, which are now being used by several touring pros."

"We also went to see Steve Biltz's shop where he makes his most unusual woods—they have triangular heads."

Friday: "This was our day for reviewing. We checked their notes to see if they had been paying attention."

This was how it went for awhile. "After the third week," continues Bill, "we gradually increased their practice time. By the fourth week they showed us that they had learned enough to let us advance their playing instruction a bit."

"One of the most common signs of a poor player is that more often than not he rolls the ball onto the green instead of knowing how to fly it there. So we sent them out with instructions to use enough club, on what might reasonably be considered their approach shots, to fly their ball onto the back of the green. They were to hit short pitch or chip-and-run shots right at the pin, of course. We required them to make a note of all their full approach shots from the nine iron on, and then to keep track of the number of greens they hit short or over so that on Fridays they could tell us how they had clubbed themselves and we would clinic accordingly."

"They were amazed to find out that the few times they tried to play the ball only to the green, the ball landed short of the green. It was a great lesson for them to learn: that there is no way—without luck, that is—to get a ball in in par strokes if you aren't always trying to hit it up to and a little past the hole."

"Having the girl, Pam, proved to be a blessing in disguise. Her average score after the first three

*Continued on page 64*





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# Trends in car path design

*The increasing demand for additional paths is such that even the old-line private clubs are unable to withstand the pressure*

**by Edward Lawrence Packard**

Golf Course Architect

**S**o much has been written concerning golf cars and car paths that it is difficult to write a report on current trends without being redundant. However, the following trends, observed during the past year, are the most significant.

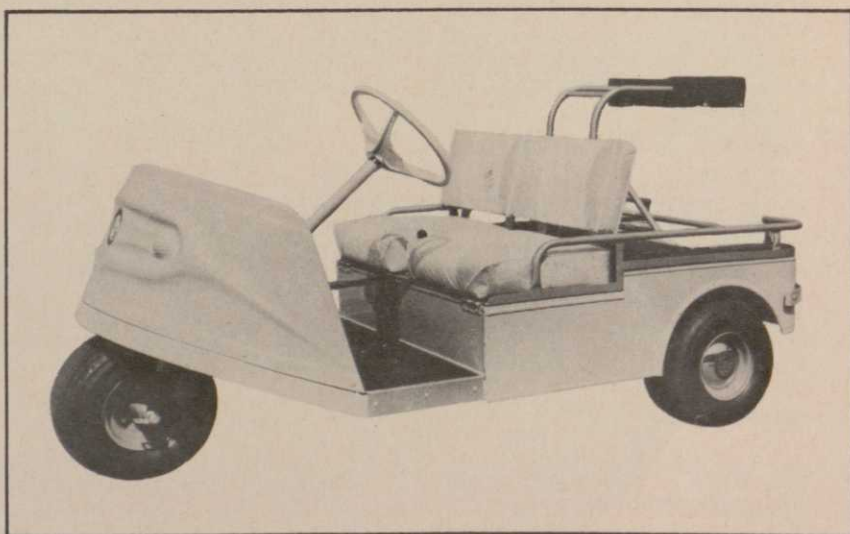
First, the demand for more car paths is increasing. Old-line private clubs that have withstood the pressure for more motorized cars are progressively succumbing to these demands and taking initial steps toward constructing more and larger car paths. Public courses also are systematically installing more paths.

Most new courses are planning car paths, at least around the first and 10th tees and around the clubhouse area. On the well-financed jobs, paths are also being planned at other key points on the course where it is obvious there will be a concentration of traffic.

From the viewpoint of good golf course design, car paths should be kept to a minimum, and the tees, traps and mounds around the greens designed in such a manner as to equalize the traffic as much as possible.

However, natural features of the terrain, such as hills, trees and other vegetation, or streams and ponds, often make it impossible to avoid certain areas of concentrated travel. At these points, the compaction of the soil will be so great that healthy turf cannot be maintained.

Car path construction is the only answer. The most asked question



Above, the Masterpiece electric golf car is manufactured by Laher Spring & Electric Car Corporation. It features a lub-o-matic drive switch.

is, "Where should the car paths be located?" On existing courses, it is easy to determine these locations, because the frequency and intensity of traffic will cause the turf to die, and these areas obviously are candidates for high priority path construction.

Most courses will prohibit car travel closer than 15 to 20 yards from any green approach. All cars are directed around the greens, and paths frequently are in order around the sides and rear of the green and green traps, heading in the direction of the next tee.

On new courses, minimum paths at the first and 10th tees and around the pro shop or car storage area are usually planned for initial construction, with more path locations

for future additions waiting until obvious heavy use indicates the need.

"How close should paths be around the green?" Because a golf ball will bounce badly off any hard-surfaced path, the paths should be built as far from the sides of the green as possible, within reason. Most players want the paths as close as possible to the green. This is especially true of the older players. Placing paths farther away is preferable, however.

"How should paths lead out to the fairway from the tee?" While there is no standard method, there is a trend toward slanting the path across the front of the tee (off the tee itself, of course) out toward the opposite edge of the fairway. That





Left, Herter's deluxe golf car which starts in temperatures of 30 below zero for winter golf.

is, if the path starts from along the right side of the tee, it will slant out toward the left side of the fairway, and vice versa.

Terrain permitting, this type of design permits the players to leave the path from many different points, depending on the direction of the shot to be followed, rather than all the cars coming off the end of the path in the same spot. The result, of course, is to create additional turf compaction at this point and the need to extend the path each year.

The width of car paths is another important consideration. The trend on the best private courses is to build paths at least seven, and often eight, feet wide. Probably six feet is a good minimum standard. The wider paths permit cars to pass each other, and still have a safety margin. They also permit small trucks to ride with both wheels on the path and this is a definite advantage in turf maintenance.

Material for building paths is almost universally blacktop for the best installations. Thickness of base and of blacktop will vary, with heavier applications of both required for wet or hilly locations.

Minimums should probably be four inches of crushed limestone or crushed road gravel, well compacted, and a one-inch layer of premixed bituminous surface course. Better construction would be a five-inch base and one and one-half inch top, while best construction would be a six-inch base and a two-inch top.

This latter would be in order, for example, for paths that heavier vehicles (such as the maintenance crew's trucks) would use.

Where financing does not permit the bituminous surfacing, just the base course material may be used. It should be expected that some maintenance will be required on the paths, however, if they are not blacktop covered.

Dry areas present no problem for car path construction. Wet spots which paths will cross must be dealt with. Either you should drain them adequately with drain tile, or raise the surface of the path sufficiently above the wet area by adding much more and heavier material—such as two-inch crushed stone—to ensure a useable path. Corrugated metal pipe, concrete or clay tile may be used to allow pas-

sage of surface run-off water beneath the path. If shallow fill is planned over the drain line, the corrugated metal pipe will probably be less likely to suffer damage than the others, and would therefore be preferable.

The best planning will provide space where a following foursome can park their cars while waiting for those on the tee to move out. The wider paths solve this problem very nicely.

On courses where paths must be constructed on hilly terrain, careful thought and planning must be given to the proper grading of the path to provide for storm water control, to prevent erosion of the base of the path and also to provide adequate safety of the path by the installation of suitable guard posts, rails or cables. The gradient of the path can be lessened by the use of "switchbacks", that is the reversal of the direction of the path either up or down the slope.

Such paths should be carefully designed by a golf course architect experienced in this work. A good plan will include the planting of ground cover, trees or shrubs, which will effectively beautify the car path construction upon completion.

Finally, the most progressive club courses are looking forward to the day when they must extend their paths and are ordering the making of a car path plan. This plan shows accurately, at the scale of one-inch equals 100 feet, the exact location of every tee, green and sandtrap, and all trees, ponds, etc. The paths needed for use well into the future are then plotted in the field on this plan and reviewed for acceptance.

A certain amount of money can then be budgeted each year for car path extension as required, and the whole construction program made quite painless from the financial viewpoint. Exact locations of the extensions can then easily be determined and agreed upon for each year's work. □

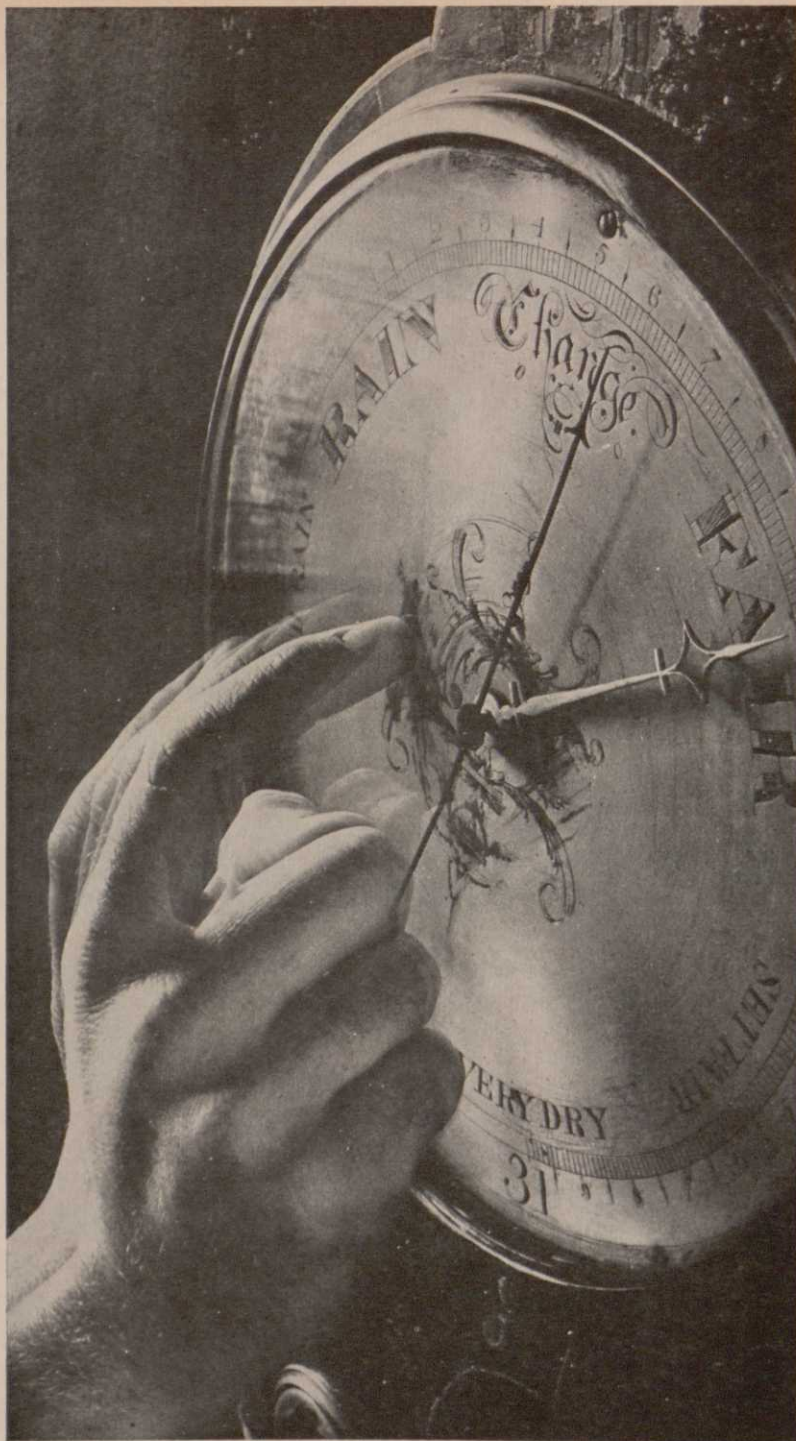


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