

# National Golf Foundation urges you to join...

# SPEEDY'S SQUADS



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A devilishly looking little rabbit named "Speedy" is the fearless leader of a growing number of golf courses which the National Golf Foundation has been helping to speed up snail-paced play on the links. The nationwide program NGF has initiated includes a series of posters and information sheets mailed monthly to all golf courses at no cost. The posters depict various violations of etiquette which induce slow play. "Speedy" is pictured as correcting these breaches of etiquette,

for example, leaving carts/cars in front of the greens and looking too long for a lost ball, etc. The information sheets include a proven method for starting players on both the first and tenth tees; and many other management tools for expediting play.

If you desire more information about the "Speedy" program—write to the National Golf Foundation.



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## The work week

Continued from page 35

fits which accrued as a result of this shorter work week.

Today, contrary to popular opinion, many of our employees must be coaxed to work one of their days off even though they receive a premium pay for doing so. This is particularly interesting in face of the opposition the program received at the beginning.

Employees seem to place a great value on their free time for the second day. Incidentally, we always make every effort to give every employee two consecutive days off, unless he requests otherwise.

It's difficult to assess the indirect benefits of a shorter week, such as increased productivity, safety, longevity, labor turnover, etc. However, it is apparent that they exist and may well contribute substantially in determining the success of your personnel program. Whatever they may be, it is our responsibility as club managers to examine our personnel policies in the light of the space age and forget about the horse and buggy days. We have places to go and things to do which can't be accomplished with our heads buried in the memory of what used to be. □

## A menu for

Continued from page 31

meal allowing only large, sirloin steaks as substitutes. Request reservations be in one week early, order lobsters by phone, and there is no possible waste on this one.

There seems to be a very bleak outlook on the winter season, which brings forth such interesting things as: raw oysters and clams, braised ox-tails, German Octoberfests, New England boiled dinners, and hot mince pie with brandy sauce. But it is you, the enterprising club manager who can change it from the "saddest of the year" to a time of new opportunity to service your members' needs, as well as adding revenue to your club. □



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## Need unusual ideas?

*Continued from page 38*

him he is right. Often, though, we are right, and when we make suggestions that help him improve and enjoy his game he remembers us a long time."

To help golfers remember where they bought their clubs, Smith tags each club in the sets he sells with a small adhesive tape that has his name and the name and phone number of the golf shop imprinted. The markers leave space for him to write in the customer's name. Any time one of the clubs is found, its owner can be located easily, and if the owner wants to replace one of the set, a call to Smith starts the process. Smith checks the number in a special log of club sales, and knows exactly what is needed.

To a great extent, his displays and explanations de-emphasize price, and that, he finds, is one of the best means of insuring his profit on every item. He posts his prices prominently, particularly on close-outs, and includes them in

the ads he runs in newspapers. But he knows that the prices are the same that other professionals offer on their close-outs. He admits that his customers can get the same merchandise for a similar price, but he counts on his other techniques to win them over.

Another secret in his profit picture is buying at the right price. Often he teams with one or more pros in his area to buy merchandise in quantity, and thereby gets a discount, as he did on the starter sets, purchased in 100 lots.

Smith is an avid wholesale house shopper. He visits the wholesalers in his area often, and again, whenever he can buy in quantity he does so to improve his profit margin. And while he's shopping, he visits his neighboring discount store regularly, "to make sure they don't get ahead of me," he says.

He'll take bargains wherever he can find them, "if I know I can turn it at a profit." When professional Jimmy Thompson sold his inventory from the Rancho Golf

Course in Los Angeles, Smith paid \$500 for a variety of items. He expects to realize four or five times that amount from their resale. "What I don't sell, I'll give to the Salvation Army and take credit for it as a contribution."

Smith's calculating approach extends to other income producers in his operation. He owns his electric cars, 33 of them. "If somebody can make money by leasing cars, I should be able to do it too by owning them."

He purchased used cars from the Pauma Valley Club in San Diego County, a private club, where play is not heavy. He figured the cars were not used excessively. Furthermore, his Diamond Bar course is new and still a bit rough for cars, so he preferred not to invest in new ones. After a year or two, his course will be smoother and the turf thicker and he'll be ready to invest in new cars, and by keeping his original fleet in good repair and giving them a

*Continued on page 65*

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64 • GOLFDOM/1968 SEPTEMBER

# People in the news



Much



Buck



Grodzicki

The National Golf Foundation, Chicago, has recently announced the appointments of three facility development consultants. Robert Buck will serve the midwestern states; Sheridan Much will cover the west coast states; and Lawrence Grodzicki will handle five states in the deep south and southwest.



John C. Baduini has been appointed manager of Shakespeare's professional golf division.

He was formerly in charge of sales for Burke Golf Company, National PGA Distributors, Burke-Worthington and most recently Plymouth Golf Ball Company. The Plymouth Golf Ball Company was recently acquired by Shakespeare.

Velsicol Chemical Corp., Chicago, has selected Neil Mitchell as its new assistant general counsel. Mitchell is a member of the American Bar Association, American Society of International Law and the Michigan Bar Association.



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## Need unusual ideas?

*Continued from page 63*

good paint job, he should receive a substantial trade-in allowance or price, as used cars.

One reason he must promote his merchandising vigorously is that green fees and starting times are handled in a separate location, adjacent to the pro shop, but not connected by a doorway. Smith and his two assistants, Bob Ward and Don Terneus, spend as much time as possible near the starter's location just getting acquainted with the Diamond Bar golfers. This arrangement means that the golfers don't come into Smith's shop automatically; they must be attracted.

Ample window space to the outside helps, and Smith uses two of these panels to display used clubs. This lets his players know that he can outfit them with clubs in the lower price ranges. "I'd hang clubs from the ceiling," he says, "if I had to." Although Smith prefers an immaculate and well-

arranged shop, he admits that too much neatness can put the damper on sales. He overcomes his own inclination with special displays such as the close-outs stacked in the middle of the shop.

As you can see, that first sale for Smith when he was 14 at the Inglewood California Country Club was no fluke. It was while in high school, that he held that Inglewood job as assistant professional to Earl Martin.

Now 40, he has been chairman of the PGA West Coast business school for three years. He also has twice been named professional of the year by the Southern California PGA section, of which he is president for 1968.

The relationship with Los Angeles County is ideal for a professional with Smith's initiative. Of the 19 courses operated by the county, Diamond Bar is considered to have among the best potential. Consequently, the monthly rental paid by Smith is among the highest of any of the courses in the current setup.

But the potential works to his advantage too. The Diamond Bar course is carved out of a residential and commercial development that is expected to be a community unto itself of about 80,000 to 100,000 residents. Population is only about 20,000 now.

Turning his inventory four times is not unusual and he has turned it as many as seven times in a year, although that was before Diamond Bar. But he is convinced that the profit potential at Diamond Bar is almost unlimited.

The course includes a lighted driving range that hasn't been used at night yet, but is sure to add significantly to traffic and profits.

Smith believes that many professionals are missing a sure bet in not recognizing the profit opportunities in their merchandising activities. But then, not everybody sustains such a lasting reaction when the merchandising bug bites. And unfortunately, as Smith sees it, some never get bitten at all. □

## HEAT HOW, WHEN AND WHERE YOU WANT IT

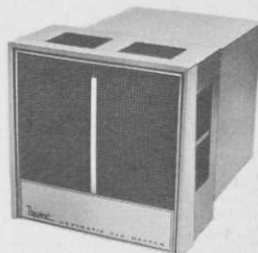
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## '69 fashions

Continued from page 43

along these lines when you order. Also, equip yourself with a scale for measuring feet.

6. If you have a small shop, order from a co-ordinated line rather than from several manufacturers. This will ensure skirts matching sweaters and tops, and slacks coordinating with shirts.

7. Check your accessory inventory. Order enough socks so there is a complete color supply. It's a sad shop indeed that loses a sock sale because the beige socks that sold out last year were never reordered.

Gloves should be available in an unlimited selection of colors, in all sizes.

Hats should be in supply so there is a choice of styles and, again, sizes.

Don't forget to be stocked in the line of rain gear for both men and women. Also think about introducing windshirts.

Consider stocking sunglasses, and even suntan lotion. There are attractive counter displays available for both of these, which can add color and a look of "completeness" to your shop.

Look for little items which might make good gifts for the golfer. Father's Day, birthdays, and special occasions offer perfect reasons for a club member to be grateful to you for finding his gift at your shop. Keep these items attractively displayed, not hidden in the bottom of your show case.

8. Look for new ideas which might have been developed since buying time last year. Ask the sales representative point blank, "What's new that I can put in my shop?"

9. Look carefully for the following additions on garments as hints to the quality and serviceability of the item:

a. Inverted pleats—around the armholes and in the back of blouses, shirts and jackets for extra freedom of movement.

b. Stretchability—again for freedom for movement, coupled with a promise of a look of neatness. (A watchful eye

Continued



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should not miss the new stretch fabrics which are being introduced increasingly into golf fashion).

c. Detailing—large pockets, tabs in skirts to hold tees, etc. Good detailing means added selling points.

d. Easy care of the garment—check washing instructions carefully as well as just how wrinkle-resistant the fabric is.

10. Don't overlook the value of asking some of your members what they would like to see in their pro shop. In their answers might lie the biggest clues to a successful pro shop year. □

## Dam is leaking!

*Continued from page 52*

In February a four-inch rain tore at the face of the unprotected course. Erosion scarred the site.

The following spring, workers had to reshape and reseed 60 acres. Something also had to be done with the pond. Water had

gone over the dam and washed it away!

Committee members asked the Shelby Soil and Water Conservation District for help. The district supervisors called in the USDA Soil Conservation Service.

David Nesser, soil conservation service technician assigned to the district, recommended: "Fertilize and mulch the seeded areas with straw to prevent erosion. Properly design the water channels. Repair the broken tile to drain wet spots. A seven-foot diameter pipe, with anti-seep collar, is needed for the pond and an emergency spillway to handle heavy rains."

No word was heard from the golf course committee until late last winter. Then, James S. Bennett, who had replaced Nesser, received a call. "The dam is leaking! Can you help us?"

He found a small hole along the side of the pipe. "Drain the pond to relieve the water pressure on the leak," he advised. Later, he

*Continued on next page*

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## Dam is leaking!

*Continued from preceding page*

learned that the anti-seep collar, which prevents water from seeping along the outside of the pipe, had been cut off because it couldn't be forced into the hard rock under the pipe.

Further questioning revealed that no hand tamping had been done around the pipe; one coupling band was damaged when the pipe was installed, and was now leaking. Cliff Van Vliet, SCS engineer, then designed a six-inch by seven-foot by seven-foot concrete ring to seal off the leaking band. He pointed out that increasing the height of the dam by two feet to handle storm storage would relieve any further problems. Construction work was done under SCS supervision to insure proper tamping around the concrete ring in early spring.

Last summer the pond held. The dam will be raised two feet this fall.

Fertilizing and mulching, plus a good sprinkling schedule, have made the fairways the best ever.

A minor drainage problem on the greens and a surface ditch need some attention, but the course is taking hold. Return on the investment is showing up, as the course moved out of the red into the black for the first time in three years. And, naturally, the course now cooperates with the Shelby Soil and Water Conservation District.

These mistakes could have been avoided by proper use of an SCS soils map, and design information for pond and water removal systems, and mulching. □

## Landscaping advice

If plants are bare-root (unprotected or unwrapped) when you receive them, keep them in the shade and protect the roots from dehydration. When planting, the hole should be large enough to contain all the roots. If the soil is a heavy clay, it will be necessary to provide drainage, simply by boring a hole through the clay to the sandy subsoil and filling with gravel or sand.

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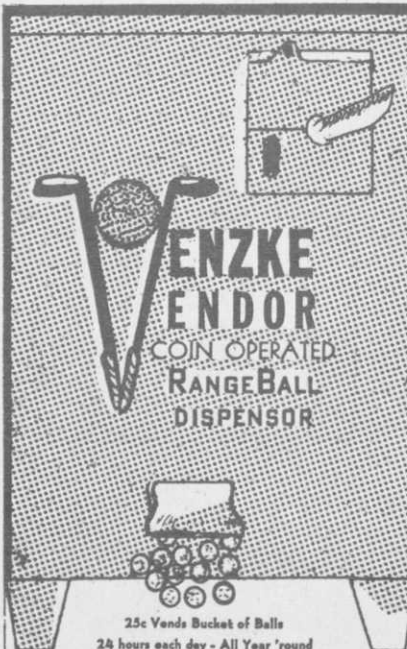
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# News of the industry

## Acushnet acquires Golfcraft

Acushnet Golf Equipment Co., New Bedford, Mass., has announced the recent acquisition of the Golfcraft Co., Escondido, Calif. Golfcraft will operate as a wholly owned subsidiary of Acushnet under the directorship of Ted Woolley. Both Acushnet and Golfcraft will maintain their own separate sales force selling to pro shops only.

"This merger," said Woolley, "brings together several ingredients that we feel will offer unique benefits to the pro and consumer. The combination will be an exciting one."

## Musser dies

H. Burton Musser, the author of the USGA publication, "Turf Management," died recently. He had been head of Penn State college's golf course management school up until his death.

## Shakespeare buys ball firm

Shakespeare Co., Kalamazoo, Mich., has announced the acquisition of the Plymouth Golf Ball Co., Plymouth Meeting, Pa. Plymouth has been manufacturing golf balls exclusively since 1916, and produces both the traditional wound ball and the solid one-piece ball.

Commenting on the purchase, Shakespeare president Stephen W. Trehella said, "This is a further step in Shakespeare's plans to be the prime manufacturer of all the products we sell."

## MacGregor acquires Hinson

Brunswick Corp., Chicago, has recently announced that the consumer division of its MacGregor Co., has acquired the Hinson Co., a division of Royal Industries.

MacGregor will undertake the entire production of golf bags now being manufactured by Hinson by 1970.

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