

Pros:

Are you missing the mark(et)?

If you are missing out on sales, you may be running
the wrong kind of shop for your course

By **HARRY OBITZ** and **DICK FARLEY**

Merchandising practices for the pro shop at a municipal course, resort course and private course vary. But the basic principals of successful merchandising never change.

For example, one pro shop operator may sell golf balls mainly in the \$1.25 range. Another operator with a different clientele may do most of his golf ball sales in the \$.85 to \$1 price range. One shop may sell most of its shirts in the \$8 to \$12 range, while another shop's volume may be in the \$5 to

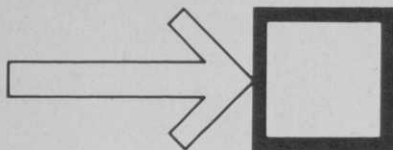
\$7.50 price category. The most popular-priced golf bag for one pro may be \$65, but for another pro, the \$30 bag is his bread-and-butter number.

The clientele determines what type of merchandise a shop carries, modified, of course, by the degree with which an operator can up-grade his clientele.

Most authorities say that success in merchandising is determined by the buying methods. There is much truth in that statement. If a pro spent more

continued





COMING EVENTS

Golf Course Superintendents Field Day, University of Rhode Island, Kingston, R.I., August 20.

Lawn & Utility Turf Field Day, University of Rhode Island, Kingston, R.I., August 21.

Fifth Annual Turfgrass Management Conference, Hawaii Turfgrass Assn., East West Center, University of Hawaii, Honolulu, August 27-29.

V.P.I. Turfgrass Field Day, Virginia Polytechnic Institute Experimental Plots, Blacksburg, Va., September 3-4.

Annual Turfgrass Field Day, Michigan State University, East Lansing, Mich., September 4.

Landscape Architect's Seminar, University of California Conference Center, Lake Arrowhead, Calif., September 5-7.

Sod Producers' Field Day, Michigan State University, East Lansing, Mich., September 10.

National Sporting Goods Assn. Trade and Consumer Exposition, Astorhall, Houston, Tex., September 25-28.

National Hardware Show, Coliseum, New York, N. Y., September 20-October 2.

Central Plains Turfgrass Conference, Ramada Inn, Kansas State University, Manhattan, Kan., October 15-17.

1969 Southern California Turfgrass Equipment and Materials Educational Exposition, Brookside Park, Pasadena, California., October 15-16.

NSGA Western Market, Las Vegas Convention Center, Las Vegas, Nev., October 24-25.

Ninth Annual Missouri Lawn & Turf Conference, University of Missouri, Columbia, Mo., November 5-6.

KNOW THE DIFFERENCE

continued

time organizing his buying program, he would need less time making his sales. If a pro doesn't buy the right items at the right price in the right style for his particular clientele, the items will be very difficult to sell, no matter how good a sales staff he has.

Municipal course

In the past, the municipal operator catered to the middle-to-lower-income person and had to stock the type of merchandise his customer could afford. He usually stayed with low-end items. Increased affluence and leisure time, however, have allowed the municipal operator to provide the full spectrum of prices because his customers who can now afford the very best merchandise do, in fact, insist on quality lines. However, the municipal operator may continue to do most of his sales in the lower price ranges and he must remember to concentrate his buying accordingly.

Many of his customers are beginners because, generally, the municipal course is where the fundamentals of the game are learned. These beginning golfers always want to buy something that promises to improve their game.

Club repair, once a declining art, has come back with the advent of the easy-to-apply one-piece grips, and profits from this area can be quite substantial.

Resort course

The person who plays on a resort course is usually on vacation and he is more likely to spend an extra dollar for items he would not ordinarily buy. Selling time is short, usually from one day to two weeks. If a resort operator does not have the merchandise in stock, in the size and color the vacationer wants, the sale is lost. Special orders are out of the question because of the time element.

Quite often, the resort areas are seasonal. Special sales become an

important part of his merchandising program. It wastes money to carry large stocks of summer merchandise through the winter. The chances of damaging them is high and styles change from year to year. It is vitally important then to start clearance sales early.

Private club

The private country club professional has one great advantage over the other two types of course operators: He knows his membership and their habits. He can buy specific items for specific customers and be reasonably sure they will sell. During the year, country clubs usually hold many golfing events for which the club professional in most cases provides the prizes. This can be a sizeable account.

In every type of golf shop operation, special promotions and holidays are very important. Most downtown retail stores use these special days to launch sales and promotions. Mother's Day and Father's Day are two of the best promotion periods. Promoting both holidays should start at least two weeks ahead of time with signs and displays. Let your whole shop reflect the theme. Have your sales personnel promote the holiday at every opportunity. Send a card to the members announcing the promotion and list a few of the more attractive items available.

Most people are always looking for an unusual birthday gift and for the golfer, a golfing item is just perfect. This can be a year-round promotion.

Regardless of the type of shop you operate—municipal, resort or private—if you have not bought well and if your selling techniques are not the best, you still have one possible last resort, *service*. Service is the most important single phase of any operation and can, in fact, does, overcome many shortcomings. Good service will not remedy all bad buys, but it will go a long way toward establishing good customer relations. □

The 16 most wanted features:

only The Gran Cushman
offers them all



The Gran Cushman
the golf car that thinks
it's a sports car

1. Automatic seat brake for safety.
2. Individually adjustable bucket seats for comfort.
3. Completely enclosed sliding contact switch, for clean, smooth starts.
4. Automatic line-compensating charger for easy power.
5. Award-winning sports car styling for dashing appearance.
6. 1208 square inches of footroom for solid comfort.
7. Individually adjustable bag racks for easiest possible club access.
8. Automotive steering for easiest maneuvering.
9. Low center of gravity for extra stability.
10. Complete glide-riding suspension fore and aft for a smoother ride.
11. Dashing sports car console for easiest control accessibility.
12. Front, rear, side bumpers... it's surrounded by steel.
13. Carpeted roomy rear sweater deck; fiber-reinforced rubber floor mat.
14. Huge ball, drink, glove, tee compartment, completely carpeted.
15. 9.50 x 8 Terra Tires for comfort and for turf protection.
16. Service and parts by your nearby Cushman Distributor. He's the man who knows golf cars; in fact he's "Mr. Golf Car!"

These 16 advanced features combine to make the Gran Cushman the most successful golf car ever introduced to the American golfing public; the one golf car that is not already obsolete! Have you tried it? Available with gas or electric power, three wheels or four.



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Please send your colorful free literature about the Gran Cushman!

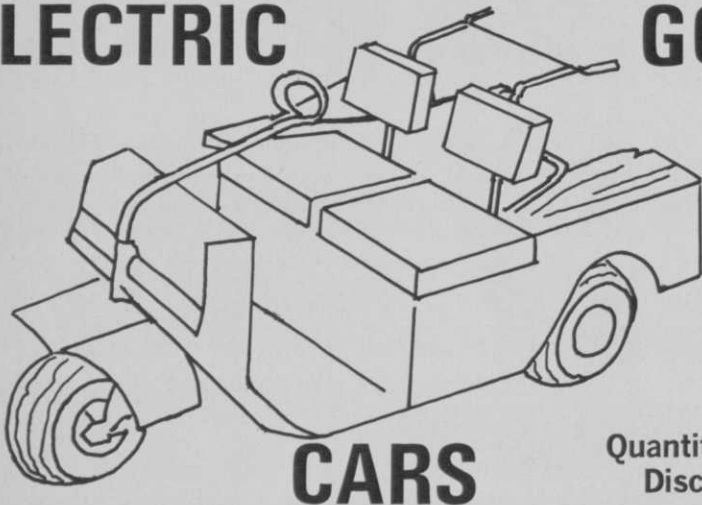
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Address _____
City _____ State _____ Zip _____

Inventory

Liquidation

SALE

ELECTRIC GOLF



CARS

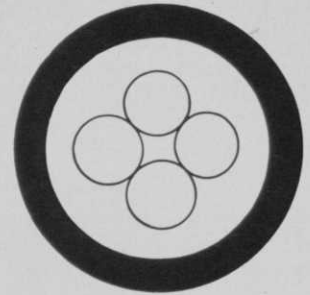
Quantity
Discounts

QTY.	MODEL	
70	1965-66 Vikings*	\$300.00 EA.
20	1959-63 Victors*	\$100.00 EA.
2	1958 Victor Ind. Carts	\$400.00 EA.
1	1964 Pargo*	\$200.00 EA.

*Incl. Batteries and Charger. F.O.B. Horsham, Pa.

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For more information circle number 264 on card



PEOPLE IN THE NEWS



Ernst


American Machine & Foundry Company has announced the appointment of **John M. Ernst** as assistant group executive-recreational products, succeeding Richard W. Kazmaier Jr., who resigned. The recreational products group includes subsidiaries and divisions manufacturing Voit sporting goods and Ben Hogan golf equipment.



FitzGerald

G. Gerald FitzGerald is vice president-marketing for Jacobsen Mfg. Company. FitzGerald assumed the position when Charles A. Livesey retired after serving 21 years in the company.

continued on page 56



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A NEW CONCEPT IN GOLF BALL ENGINEERING
FULL REGULATION SIZE
DIRECT "FACTORY" WHOLESALE PRICES
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LPG 80	LONG PLAY GREEN (High Compression)	\$3.90/doz. (12 doz. min.)
LPB 70	LONG PLAY BLACK (Medium Compression)	\$3.60/doz. (12 doz. min.)
LPR 60	LONG PLAY RED (Low Compression)	\$3.40/doz. (12 doz. min.)
RB1Y	ECONOMY RANGE BALL YELLOW	\$1.90/doz. (25 doz. min.)
RB1Y2P	SUPER RANGE BALL YELLOW	\$2.90/doz. (25 doz. min.)
RB2W	ECONOMY RANGE BALL WHITE	\$1.95/doz. (25 doz. min.)
RB2W2P	SUPER RANGE BALL WHITE	\$2.95/doz. (25 doz. min.)
MB-1	MINIATURE GOLF BALL (Assorted Colors)	\$2.30/doz. (20 doz. min.)
6T-1	UNBREAKABLE PLASTIC TEES 1 1/8" lg.	\$2.50/M (25M min.)
MB-2	PLASTIC BALL MARKERS	\$2.40/M (25M min.)
CL1W2P	YOUR PRIVATE LABEL	\$3.75/doz. (25 doz. min.)

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ANNOUNCING

NEW budget-priced ball washer!

**Combines
long life with
low maintenance**

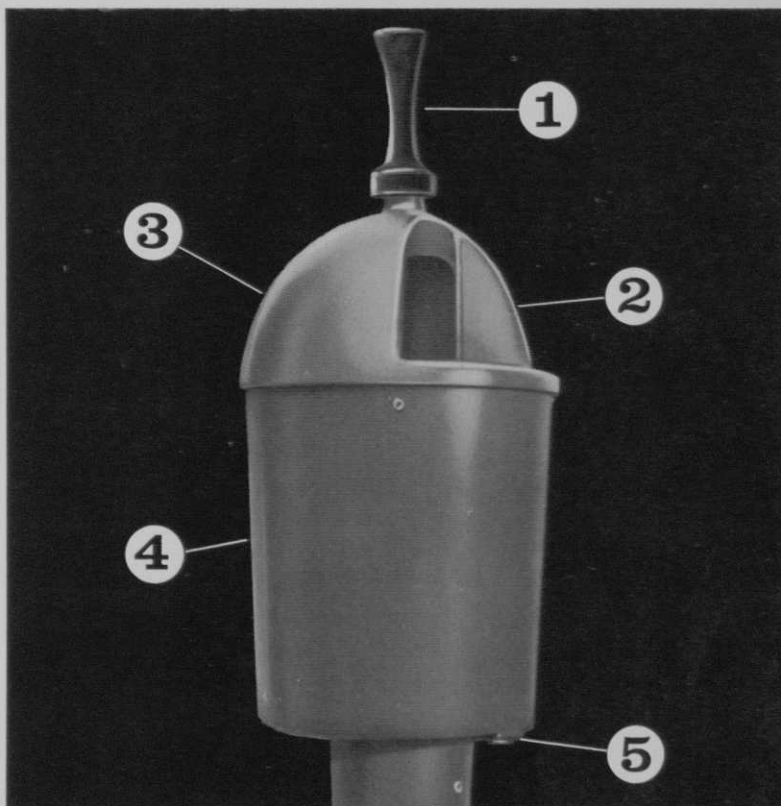
New Lewis aluminum-fiber-glass housing with stainless steel, rubber and nylon fittings assures rust-free dependability and trouble-free operation.

LEWIS LEADS AGAIN! You asked for a Ball Washer combining trim design with smooth operation and minimum maintenance . . . at a modest price. Lewis engineers achieved this with the remarkable new GF-68 Washer, combining aluminum and fiberglass. Its functional design and smooth, splash-free cleaning action pleases players from the first insertion of the ball to its final automatic transfer to the holding tray.

Greens Superintendents recognize these top quality features . . .

Lewis fine quality materials assure long life and easy maintenance:

(1) Tough phenolic grip holds solid stainless steel plunger shaft firmly, permits 360° swivel. (2) Oversize opening directs ball to nylon paddle for spin-action cleaning. Exclusive design automatically ejects ball into receiving "tray". (3) Cast aluminum top is designed for rough use. Easily removed to replace brushes after 3 to 5 years of normal use. (4) Molded fiberglass base forms large water chamber. Washer can't become rusted to post. (5) Outside drain plug for easy flushing.



New Fluorescent Flagpole features high visibility . . . pinpoints cup on green from 100-150 yards out. Ken Voorhies, Columbine C.C., Denver, Colorado, shows vertical stance of pole with new chamfered ferrule and chamfered cup.



Lewis Deluxe GF-555 Tee Stations are used by Wade Flatt on all eighteen tees of his Skyline Country Club at Wichita Falls, Texas. He uses Lewis Line equipment exclusively because of its dependable service.

20-95



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Practice Markers • Cup Setters & Pullers • Rakes

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 Aluminum
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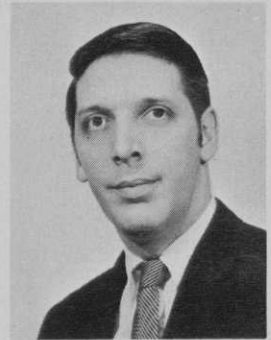
"NEW" WON PUTT

\$20.00
 Includes
 Free Cover

- hand crafted
- precision brass blade
- solid persimmon back

PEOPLE IN THE NEWS

continued from page 54



Ober

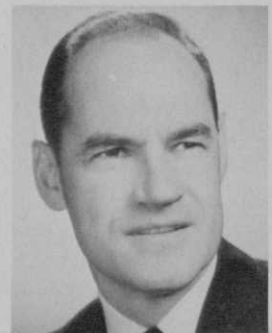
George J. Ober is MacGregor Company's pro golf sales representative for Indiana and part of Illinois.

New distribution manager for the MacGregor's Michigan golf distribution center is **James R. Gibson**.



Parks

The Leisure Group appointed **Martha Parks** sales consultant for the firm's new line of Black Magic indoor horticultural products. Black Magic was acquired last year by The Leisure Group, founded by Miss Parks.



Garrison

Robert R. Garrison has been elected president and chief executive of Velsicol Chemical Corp.

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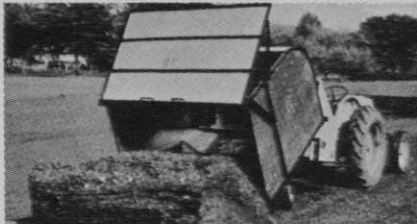
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 02173
 Members A.S.A.E.-S.I.A.

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GROUNDS MAINTENANCE and TURF EQUIPMENT

TURF SWEEPER - 720

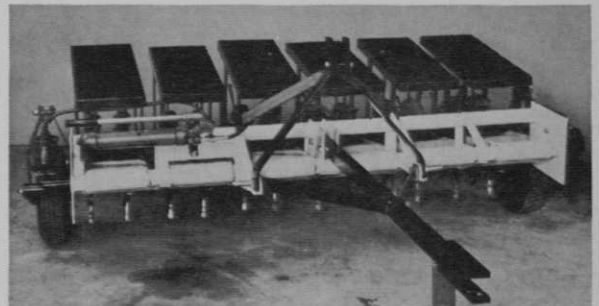


IN DUMPED POSITION
5 CUBIC YARD HOPPER
3 POINT HITCH - 5 FOOT WIDTH

AERATOR

#590

7' Swath
3-Point or
Universal Hitch



SWEEPER - 154

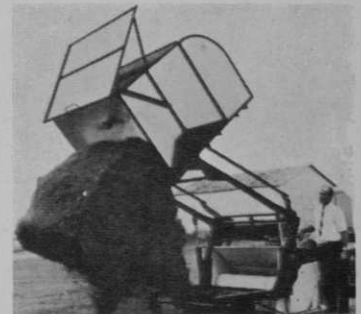


SELF PROPELLED
1 CUBIC YARD CAPACITY

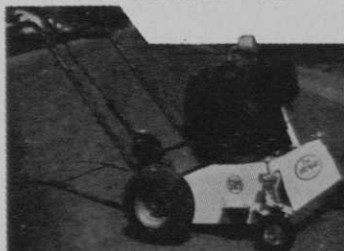
**SELF POWERED TURF SWEEPER
720E HL**

HYDRAULIC LOADER
Lifts To 8 1/2'

Dump Controlled For Truck Loading
Thatcher and Aerator Attachments are
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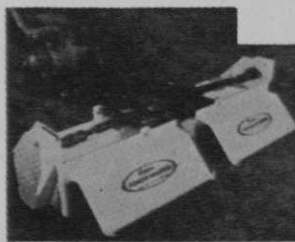


AERO-BLADE - 509



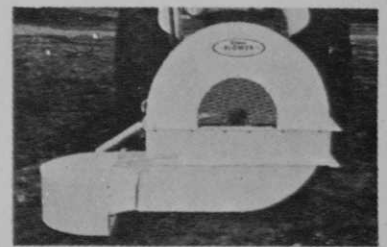
DEEP SHATTER AERIFICATION
VERTICAL CUTS - SPIKES

POWER AERATOR - 580



PTO DRIVE
7' AERATING WIDTH

BLOWER - 40



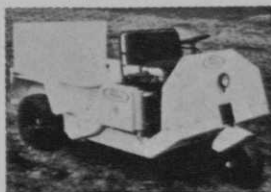
250 MPH BLAST - OPERATOR CONTROLS
BLOWER DIRECTION - 3 POINT HITCH

AERO-BLADE-548-WITH SEEDER



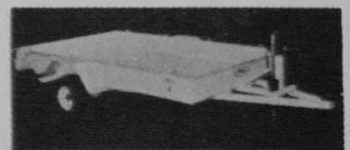
PTO DRIVE - 4' CUTTING WIDTH
REMOVE THATCH, AERATE, RENOVATE,
TILL, PLANT, OR SPIKE.

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SPEEDS: 0 TO 15 MPH

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913-782-0831



NEWS OF THE INDUSTRY

Shakespeare to acquire saddle company

An agreement has been reached between **Shakespeare Company** and **Simco Leather Company** for an exchange of all Simco stock for an undisclosed amount of shares of Shakespeare stock. Simco manufactures saddlery and supplies equestrian accessories. Shakespeare is a manufacturer of fishing tackle, golf and archery equipment, automotive parts, monofilament thread and industrial fiberglass products.

J.I. Case begins work on new building

Site preparation has begun for the planned construction of a

280,000-square-foot building to house the **J.I. Case Company** central parts department. It will be erected at the western end of the 125 acre site on which the company's transmission plant is located, two miles west of Racine, Wis. Occupancy is expected by July 1, 1970. Information regarding the cost of the project has not been released.

Wells Lamont forms subsidiary

The Wells Lamont Corp., whose glove line includes the Promark Signature golf glove, has formed a new foreign subsidiary, **Wells Lamont International, Ltd.**, with headquarters

and plant in Tralee, County Kerry, Ireland. The 25,000-square-foot plant will manufacture selected styles of gloves in the company's line. Ground was broken in July, and plans call for completion by April, 1970.

J.J. King, assistant director of manufacturing for Wells Lamont Corp., has been named managing director of the subsidiary; Overt Hardy, formerly manager of the firm's Waynesville, Miss., plant, has been appointed general manager and director. Other directors of the subsidiary are: M.L. Wells, president of Wells Lamont Corp.; C.G. Wells, vice president of research and development, and W.K. Alley, vice president and director of manufacturing.

Wells Lamont also announced that it has opened a new manufacturing facility in Mayfield, N.Y., replacing an older factory in Mayfield. The new factory initially will produce golf, hunting and ski gloves.

Spalding expands golf club production

A.G. Spalding & Bros. has purchased the former Ohio Rubber Company plant and property in Fort Smith, Ark. Production at the 177,000-square-foot facility is planned to begin in early 1970.

Shakespeare moves

The **Shakespeare Company** board of directors has approved the plan to move the company's corporate headquarters from Kalamazoo, Mich., to Columbia, S.C., the location of three Shakespeare subsidiaries. The move will occur sometime next year and will involve five or six corporate executives and a small staff, or a total of 10 people. The Products Division and sports goods marketing and warehousing organization will remain in Kalamazoo.

In its most recent quarterly earnings statement, Shakespeare annual sales for the nine months ended May 3, 1969, amounted to \$32,795,758, an increase of 22.26 per cent over sales for the nine month period ending April 27, 1968.



Neal D. Crane (center), president of American Machine & Foundry Company's Ben Hogan Company, is presented the AMF Achievement Award by Rodney C. Gott (left), AMF chairman and president, for significant contributions to the corporation's success. Looking on is Edward R. Corvey, AMF vice president and group executive of the Recreational Products Group of which the Ben Hogan Company is a part.

Ranger-23 spurs Smithco to record sales year

A record-breaking sales year was reported by Ted Smith, president of **Smithco, Inc.** The reason, according to Smith, was due to the introduction of Ranger-23 last year. The Ranger-23 is an enlarged and improved version of the company's Red Rider.

According to Smith, the push to mobility is a primary reason for the acceptance of his product. Superintendents are counteracting the dwindling supply of golf course laborers and are using "every means possible to save time, men and money."

PDI offers plan for planning

A "Systems Approach to Management Planning" has been introduced by **Planning Dynamics, Inc.**, a Pittsburgh-based multi-service management counseling firm. The kit, developed over five years by PDI, is designed to help company executives plan for planning by using "concepts that have been thoroughly tested and processes and techniques which, when selectively adapted, can make a contribution to the effectiveness of planning," according to Edward J. Green, PDI president. Cost of the kit is \$100, with discounts for quantity orders. (Add 6 per cent to Pennsylvania orders.) A free folder, summarizing the "Systems Approach to Management Planning" is available from the firm. Write: Planning Dynamics, Inc., Gateway Towers, Pittsburgh, Pa. 15222.

Water for Plandome—automatically

A fully automatic watering system, costing \$115,000, has been completed at **Plandome CC**, Plandome, N.Y. Designed by M.O. Mattwell, the system can draw up to 600 gallons a minute, using all nine sprinkler heads. One sectional control can activate specific sprinklers on each of four holes simultaneously. The system was installed by Lauman and Company; Bill Sloan, Plandome's greens superintendent, was in charge of installation.

Kent enlarges facilities

Work has started on enlarging **Kent Sales and Manufacturing Company's** plant and offices in Kent, Ohio. The new addition is approximately three times larger than the present facility. Kent specializes in golf and fishing accessories.

Larutan Corp. buys Mud

The **Larutan Corp.**, manufacturers of soil conditioning products, has purchased the distribution rights, patents and manufacturing facilities of the **Brown Mud Company**, a chemical product manufacturer.

Golf course notes . . .

Twin Lakes G & CC, Norman, Okla., expands from nine to 18 holes; **Duffy Martin** is in charge of construction . . . **Roy and Ray Shields**, twin brothers of Bob Shields, superintendent at Woodmont CC, Rockville, Md., and former Golf Course Superintendents' Assn. president, have named their new course in Calvert County, Md., **Twin Shields** . . . **Larry Wood**, former touring professional who headed Knoxville's Holston Hills, moves over to a new complex now under construction at Bald Mountain, N.C. He is succeeded by **Pete Goodman**, who has been stationed at Waynesville, N.C. . . . **Tom Foree** is new Fox Den professional, succeeding **Mickey Bessignano**, who hasn't announced his new connection . . . Construction has begun on an 18-hole, par 72 championship course in Chester, S.C., to be completed in fall 1970. Architect is **Russell F. Breeden**; construction is being done by **Leroy Springs and Company** . . . Director of golf at **Delray Dunes Golf and CC**, Delray Beach, Fla., is **Laurie Hammer** . . . Article by **Dick Miller** in July issue of **GOLF Magazine** on methods for speeding up play gives golfers handy tips such as: always carry an extra ball in your pocket; place your clubs between the green and the next tee and only search for someone's lost ball after you have hit.

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with self fastening stakes.
Signs 50c & 75c
Stakes 25c & 30c
Shipped in 24 hours
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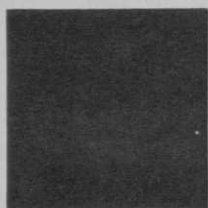
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**COMPLETE
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CONSTRUCTION**
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NEW PRODUCTS



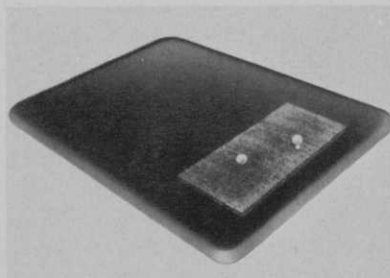
J.I. Case Company offers a compact, 42hp crawler tractor featuring controlled differential steering operating on both tracks, single lever hydraulic control and hydraulic track adjusters. Single lever on Model 310 Series G controls bucket, rollback, lift and dump. Four dozer variations are available.

Circle No. 101 on reader service card



John Deere offers a 9 1/2 cubic-yard scraper featuring power shift transmission with eight forward speeds to 26 mph and three reverse speeds to 6.2 mph, a reversible elevator with graduated stops, a sliding floor and ejector gate allowing controlled spreading, and positive hydraulic load ejection.

Circle No. 102 on reader service card



Flexi-Mat Corp. has a 100 per cent rubber-molded golf mat, reinforced with nylon cord for indoor or outdoor use. Measuring 48 inches by 60 inches, the mat has a replaceable 12 inch by 36 inch synthetic grass insert. No metal parts. The company's Brush Mat is also available in five by 20 inch and 6 1/2 by 22 inch sizes.

Circle No. 103 on reader service card



Burke Flexo-Products Company offers Snugger, a light plastic eyeglass holder, securing glasses gently yet firmly in place without snapping frames back into face. Will hold glasses in any position without twisting frames out of shape. The holders are packaged one to a pegboard display card.

Circle No. 104 on reader service card

Brighton By-Products Company, Inc., offers Weed-Chek fiberglass mulch rolls and discs in a wide range of new sizes. Weed-Chek rolls are available in 150 foot rolls in 2, 3, 4 and 6 foot widths. Weed-Chek discs may be made to order on a limited basis. Specifications, samples and pricing available on request.

Circle No. 105 on reader service card

Merix Chemical Company introduces On The Ball golf ball cleaner which, according to the company, reduces air-friction, giving golf balls greater driving distance and speed. Available in a two-ounce (\$3) and a six-ounce size (\$6.75). Trial bottle is free.

Circle No. 106 on reader service card



Marbon Div., Borg-Warner Corp., offers Mister Chill, a portable refrigerator, powered by a 12-volt battery. Power cord is attached to golf car's battery. Measuring 19 1/2 inches by 12 inches by 15 1/4 inches, weighing less than 14 pounds with a 35-pound storage capacity, the freezer retails for \$99.50 and comes in blue/white and red/white.

Circle No. 107 on reader service card

Acorn Engineering Company describes the low-cost, space saving Acme line of multi-shower systems in a free brochure. The Acme units are factory pre-assembled, stainless steel modular sections. Request Bulletin A892.

Circle No. 108 on reader service card