

GOLFDOM

LFDOM

INCORPORATING GOLF BUSINESS

A MEMO TO ADVERTISERS

Christmas in February!

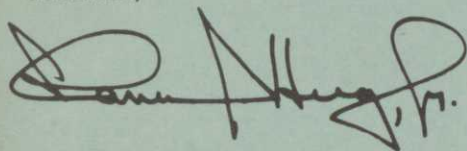
The results of GOLFDOM's 2nd Annual Marketing & Research Issue have indeed created a beautiful scene.

Never before has the editorial in one issue of GOLFDOM so motivated an audience. Scores of inquiries and orders from companies never heard from before have befallen upon GOLFDOM's Advertising Sales Department.

The consensus of opinion is that only recently have these companies become cognizant as to the degree of the industries depth and potential dollar volume. GOLFDOM's 2nd Annual Marketing & Research Issue, and illustrations contained therein, served only as the spark that ignited this reaction.

GOLFDOM, for over 43 years the business magazine of the golf industry, ready today to serve you tomorrow.

CORDIALLY,



WARREN J. HEEG, JR.
ADVERTISING SALES MANAGER

FROM THE EXPERTS ON BUYING...
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the set up





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GOLFDOM

A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION
FAMILY OF SPECIAL INTEREST MAGAZINES.



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MARCH, 1970

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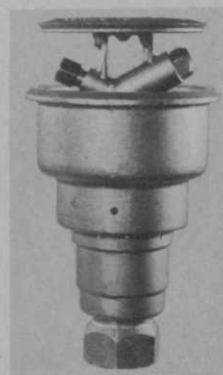
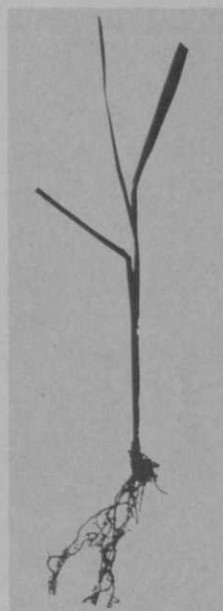
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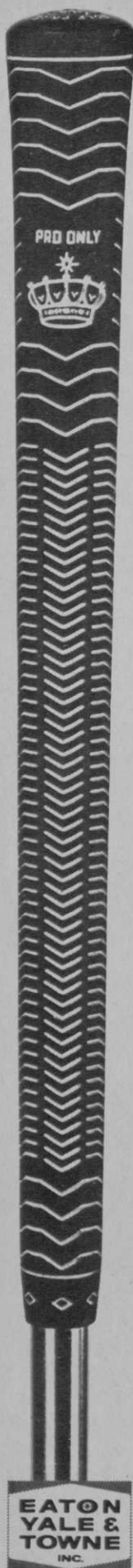
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GOLFDOM, Incorporating GOLF BUSINESS, March, 1970. Published monthly January through October by Universal Publishing and Distributing Corp. at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 44, No. 3, Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior Vice President; A. H. Morse II, Vice President; Peter J. Abramson, Vice President; George Bauer, Vice President; John Fry, Vice President; Mortimer Berkowitz Jr., Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © 1970 Universal Publishing and Distributing Corporation. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa 50302. The Company and its subsidiaries also publish: SKI Magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF Magazine, THE FAMILY HANDYMAN, HOME GARDEN, GALAXY Magazine, Award Books, Award House Books, Tandem Books (United Kingdom), Universal Home Plan Books, Vocational Guidance Manuals, Management Information and Modes Royale Home catalogue. Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$4.00, Foreign, \$5.00 per year.



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Pictured above are Bruce Fowler, Director of Operations; Chuck Jones, Supervisor of Golf Cart Maintenance; and Stan Graff, Teaching Professional, standing in front of a portion of the 180 Viking Golf Cart Fleet which are all equipped with the Trojan "217" Golf Cart Battery.

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GOLFDOM SPEAKS OUT

PROS BEWARE!

Last month, GOLFDOM sounded a warning to pros about the growth of retail store competition in the golf apparel market ("Pros Losing Out on Soft Goods," February, page 54a). These words of caution were not based on hearsay, but on a valid GOLF Magazine subscriber study. This study clearly showed that the "downtown" stores are capturing the lion's share of the apparel business.

Many pros reading the article may have rationalized, "But we still give them hell in equipment sales." In answer to this groundless optimism we offer the following report, headlined "Instant Education," which was published in the February issue of GOLF Magazine:

In an effort to promote increased sales of golf equipment in sporting goods and department stores, the National Sporting Goods Assn. has embarked on a program designed to create Golf Specialists to operate golf departments in stores all over the country. This is fine as far as it goes because more and more equipment is being sold downtown and in suburban shopping centers and there obviously is a need for qualified personnel to help guide the golfer in his selection. However, the present list of requirements for a Golf Specialist rating falls far short of the mark.

To get such a rating, a department must (1) have sales personnel read all articles in the series "How to Run a Golf Department," (2) carry a representative line of equipment from at least two reliable suppliers, (3) have the department manned by at least one salesman who knows and plays the game, (4) provide club repair service for all customers—although it can be jobbed out to local shops or manufacturers—and (5) carry a selection of compression ranges in balls, make available a ball personalizing service, carry at least three widths of shoes, establish a trade-in service, make available custom-fit alterations on apparel, visit trade shows,

display the Golf Specialist emblem.

The last thing we want to do is criticize the NSGA for trying to upgrade such departments, but a close look at the above requirements leaves us with the feeling that there is little improvement over what is already being offered in the stores. And conspicuously absent from the list is a requirement that there be a man on hand with several years' teaching experience, who can take a customer to the practice tee, watch him swing and tell him exactly what kind of clubs he needs.

Perhaps, at first glance, this program may seem inconsequential, but on closer examination it presents disturbing implications. As GOLF points out, the requirements for the title of Golf Specialist are not particularly rigid. However, the public will only see an emblem proclaiming "Golf Specialist" and will have no knowledge of how much—or how little—is required for such a title.

In addition, it should be emphasized that the present program is only an initial move by the association. If it proves successful, NSGA obviously will make a concerted effort to develop the concept into something bigger and better.

GOLFDOM would never argue against honest competition—it has been a major factor in the growth of our economy. And it is not our intention to make NSGA sound like a villain out to upset the present state of the golf equipment market. However, we want our pro readers to be aware that the future of their businesses may not be as secure as they think. The threat even extends to golf equipment manufacturers whose pro lines afford them the highest profit margins.

GOLFDOM hopes that pros will display a healthy competitive spirit and meet this competition in the best possible way, by becoming the most astute merchandisers possible, offering the finest customer service and continuously seeking to improve their pro shop operations. It will pay off handsomely in increased profits.

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